



APEC TRAIN-THE-TRAINER WORKSHOP FOR VOLUNTARY CODES OF BUSINESS ETHICS IN THE MEDICAL DEVICE, BIOPHARMACEUTICAL, AND CONSTRUCTION & ENGINEERING SECTORS

The Malaysia Anti-Corruption Academy (MACA) & Malaysian Institute of Integrity (IIM)
26-30 August 2013 | Kuala Lumpur, Malaysia

PROGRAM BIOPHARMACEUTICAL SECTOR

Monday, 26 August	WORKSHOP PROGRAM	
07:45	<p style="text-align: center;">Shuttle Transfers to Malaysian Institute of Integrity (IIM) Institut Integriti Malaysia Menara Integriti Persiaran <i>Location: Duta off Jalan Duta 50480 Kuala Lumpur</i></p> <p><i>Note: Shuttle buses will depart at 7:45 from Park Royal Hotel & Hilton Hotel. Participants staying at MACA may take short 3-5 minute walk to Malaysian Institute of Integrity (IIM).</i></p>	
08:30	<p style="text-align: center;">Participants Seated for Opening Ceremony (All Sectors) <i>Location: Auditorium Integriti, Level 2, Malaysian Institute of Integrity (IIM)</i></p>	
09:00-10:00	<p style="text-align: center;">Opening Ceremony (All Sectors) <i>Location: Auditorium Integriti, Level 2, Malaysian Institute of Integrity (IIM)</i></p> <p style="text-align: center;">Welcome Remarks: Mr. Christopher White, Co-Chair, The KL Principles Expert Working Group <i>Executive Vice President & General Counsel, AdvaMed</i></p> <p style="text-align: center;">Keynote Remarks: Y.B. Senator Datuk Paul Low Seng Kwan <i>Minister in the Prime Minister's Department</i></p>	
10:15-11:15	<p style="text-align: center;">Biopharmaceutical Sector Meet & Greet <i>Location: Room B, Level 14</i> <i>Malaysian Institute of Integrity (IIM)</i></p>	<p style="text-align: center;">Press Conference (Select VVIP) <i>Location: Bijaksana Room, Level 2</i> <i>Malaysian Institute of Integrity (IIM)</i></p>
11:15-12:55	<p style="text-align: center;">Opening Luncheon (All Sectors) <i>Location: Banquet Hall, Ground Floor</i> <i>Malaysian Institute of Integrity (IIM)</i></p>	
13:00-13:30	<p style="text-align: center;">Opening Workshop Program (All Sectors) <i>Location: Auditorium Integriti, Level 2, Malaysian Institute of Integrity (IIM)</i></p> <p style="text-align: center;">Welcome Remarks: Tan Sri Abu Kassim bin Mohamed <i>Chief Commissioner, Malaysian Anti-Corruption Commission (MACC)</i></p>	

<p>13:30-14:30</p>	<p align="center">Panel Session (All Sectors) Global Trends in Anti-Corruption, Transparency & Legislation</p> <p align="center"><i>Dato' Hafsah Hashim, CEO, SME Corp (Malaysia)</i> <i>Mr. Chris White, Executive Vice President & General Counsel, AdvaMed (USA)</i> <i>Ms. Wendy Hallgren, Vice President for Corporate Compliance, Fluor (USA)</i> <i>Mr. Abdul Luheshi, Vice President for Health Care Compliance, Johnson & Johnson (Singapore)</i></p>
<p>14:30-14:45</p>	<p align="center">General Session (All Sectors) The Business Ethics for APEC SMEs Initiative</p> <p align="center"><i>Ms. Lynn Costa, Project Overseer</i> <i>Senior Trade Development Advisor, U.S. Department of Commerce</i></p>
<p>14:45-15:00</p>	<p align="center">Goals and Expectations – This Week and Beyond (All Sectors) Action Plans and Reporting Requirements to APEC</p> <p align="center"><i>Mr. Andrew Blasi</i> <i>Senior Consultant, C&M International</i></p>
<p>15:00-16:00</p>	<p align="center">General Session (All Sectors) Implementing a Low-Cost Compliance Program Third Party Compliance Best Practices</p> <p align="center"><i>Mr. Joseph Murphy</i> <i>Director of Public Policy, Society of Corporate Compliance & Ethics (USA)</i></p>
<p>16:00-17:00</p>	<p align="center">Panel Session (All Sectors) Lessons in Effective Training and Recruitment</p> <p align="center"><i>Mr. Joseph Murphy, Society of Corporate Compliance & Ethics (USA)</i> <i>Ms. Nancy Higgins, Chief Ethics and Compliance Officer, Bechtel (USA)</i> <i>Ms. Alina Hughes, Medical Technology Association of Australia</i> <i>Mr. Mario Mongilardi, President, COMSALUD (Peru)</i> <i>Ms. Sabrina Chan, Executive Director, HKAPI (Hong Kong, China)</i></p>
<p>17:00-17:15</p>	<p align="center">Opening Program Conclusion & Sector Training Preview</p> <p align="center"><i>Ms. Lynn Costa, Project Overseer</i> <i>Senior Trade Development Advisor, U.S. Department of Commerce</i></p> <p align="center"><i>Mr. Andrew Blasi</i> <i>Senior Consultant, C&M International</i></p>
<p>17:30</p>	<p align="center">Shuttle Transfers to Park Royal Hotel & Hilton Hotel</p>

Tuesday, 27 August	WORKSHOP PROGRAM (BIOPHARMACEUTICAL SECTOR)
08:30	<p>Shuttle Transfers from Park Royal Hotel & Hilton Hotel to MACA <i>Location: Persiaran Duta Off Jalan Duta, 50480, Kuala Lumpur</i></p>
9:00-9:15	<p>APEC Train-the-Trainer Workshop: Biopharmaceutical Sector <i>Location: Terengganu Hall, Malaysia Anti-Corruption Academy (MACA)</i></p> <p>Welcome Remarks Lynn Costa, Project Overseer <i>Senior Trade Development Advisor, U.S. Department of Commerce</i></p>
9:15-9:45	<p>General Session APEC & The Biopharmaceutical Sector</p> <p>Andrew Blasi <i>Senior Consultant, C&M International</i></p>
9:45-10:30	<p>General Session Key Trends and Issues in Biopharmaceutical Sector Compliance</p> <p>Mr. Abdul Luheshi <i>VP of Healthcare Compliance (Asia-Pacific) Johnson & Johnson (Singapore)</i></p>
10:30-10:45	<p>Coffee Break</p>
10:45-11:30	<p>Panel Discussion The Value of Ethics & Compliance in Today's Biopharmaceutical Sector</p> <p>Moderator: TBD</p> <p>Ms. Yulia Sari, <i>Head of Business Excellence & Organization Development, Bayer Healthcare (on behalf of IPMG - Indonesia)</i></p> <p>Ms. Maria Fortune Lopez-Tayag, <i>Head, Risk Management & Compliance GSK (Philippines)</i></p> <p>Mr. Reiner Gloor, <i>Advisor and Former Executive Director Pharmaceutical & Healthcare Association of the Philippines</i></p>
11:30-12:15	<p>General Session Key Challenges in Biopharmaceutical Sector Compliance</p> <ul style="list-style-type: none"> • Overcoming Culture and Custom: Gifts, Hospitality, and Entertainment • Achieving Business and CEO Buy-In • Demonstrating the Value of Compliance to Employees and Management <p>Mr. Tom Zerull <i>Regional Director, Office of Ethics and Compliance, Abbvie (Singapore)</i></p>

12:15-13:15	<p style="text-align: center;">Lunch Break <i>Location: Cafeteria, Malaysia Anti-Corruption Academy (MACA)</i></p>
13:15-13:45	<p style="text-align: center;">Lessons Learned in Adopting and Implementing a Biopharmaceutical Sector Voluntary Code: Opportunities and Challenges</p> <p style="text-align: center;">Mr. Zhenyu Kong, Director of Int'l Cooperation Department, CPIA (China) Mr. Xin Wang, Deputy Senior Director of Int'l Affairs, SINO-PhIRDA (China)</p> <p style="text-align: center;">Ms. Berenice Pinto, General Manager, ADIFAN (Peru)</p> <p style="text-align: center;">Mr. Alex C. Tan, Secretariat, MOPI (Malaysia)</p>
13:45-14:15	
14:15-14:45	
14:45-15:00	Coffee Break
15:00-15:45	<p style="text-align: center;">Panel Discussion Lessons Learned in Adopting and Implementing a Biopharmaceutical Sector Voluntary Code: Opportunities and Challenges</p> <p style="text-align: center;">Moderator: Mr. Parulian Simanjuntak, Executive Director, IPMG (Indonesia) Mr. Zhenyu Kong, Director of Int'l Cooperation Department, CPIA (China) Mr. Xin Wang, Deputy Senior Director of Int'l Affairs, SINO-PhIRDA (China) Ms. Berenice Pinto, General Manager, ADIFAN (Peru) Mr. Alex C. Tan, Secretariat, MOPI (Malaysia)</p>
15:45-17:15	<p style="text-align: center;">Breakout Session Lessons Learned in Adopting and Implementing a Biopharmaceutical Sector Voluntary Code</p> <p><i>Note: Trainers and participants will break into small, pre-assigned teams. These teams will continue to meet together throughout the workshop during breakout sessions.</i></p>
17:15-17:45	<p style="text-align: center;">Report Out from Breakout Sessions</p> <p><i>Note: Select trainer or participant from each team will report on their group discussion.</i></p>
17:45-18:45	Coffee Break / Free Period
19:00-20:00	Shuttle Transfer to Welcome Dinner & Cultural Performance
20:00-21:00	<p>Welcome Dinner & Cultural Performance Hosted by the Malaysian Anti-Corruption Commission <i>Location: Saloma Theatre Restaurant</i></p>
21:15	Shuttle Transfers to MACA Campus, Park Royal Hotel & Hilton Hotel

Wed, 28 August	WORKSHOP PROGRAM (BIOPHARMACEUTICAL SECTOR)
08:30	<p align="center">Shuttle Transfers from Park Royal Hotel & Hilton Hotel to MACA <i>Location: Persiaran Duta Off Jalan Duta, 50480, Kuala Lumpur</i></p>
9:00-9:05	<p align="center">APEC Train-the-Trainer Workshop: Biopharmaceutical Sector <i>Location: Terengganu Hall, Malaysia Anti-Corruption Academy (MACA)</i></p> <p align="center">Welcome Remarks</p> <p align="center"><i>Mr. Tom Zerull, Regional Director, Office of Ethics and Compliance Abbvie (Singapore)</i></p>
9:05-10:00	<p align="center">Panel Session Implementing a Cost Efficient Compliance Program</p> <p align="center"><i>Moderator: Mr. Joseph Murphy, Director of Public Policy, Society of Corporate Compliance & Ethics (USA)</i></p> <p align="center"><i>Mr. Abdul Luheshi, Vice President for Health Care Compliance, Johnson & Johnson (Singapore)</i></p> <p align="center"><i>Mr. Howard Janhong Lin, Regional Asia Operations Ethics & Compliance Officer, Eli Lilly (Hong Kong, China)</i></p> <p align="center"><i>Mr. Reiner Gloor, Advisor and Former Executive Director Pharmaceutical & Healthcare Association of the Philippines</i></p>
10:00-10:45	<p align="center">Panel Session How Do I Know It's Working? Key Performance Indicators, Metrics and More</p> <p align="center"><i>Moderator: Ms. Sabrina Chan, Executive Director HKAPI (Hong Kong, China)</i></p> <p align="center"><i>Mr. Mario Mongilardi, President COMSALUD (Peru)</i></p> <p align="center"><i>Ms. Jennifer Chen, Acting General Counsel RDPAC (China)</i></p> <p align="center"><i>Ms. Millette Asuncion-Arnedo, Regional Legal Lead for Asia Pfizer (Philippines)</i></p>
10:45-11:00	<p align="center">Coffee Break</p>
11:00-11:30	<p align="center">Presentation Compliance Programs & Biopharmaceutical Distributors</p> <p align="center"><i>Genevieve Wan Asia Pacific Pharmaceuticals Compliance Director, GSK (Singapore)</i></p> <p align="center"><i>David Brandt Sourcing Group Director, GSK (Singapore)</i></p>

<p>11:30-12:00</p>	<p align="center">Presentation Compliance Programs & Physicians <i>Kitima Yuthavong, Chief Executive Officer</i> <i>PReMA (Thailand)</i></p>
<p>12:00-13:00</p>	<p align="center">Lunch Break <i>Location: Cafeteria, Malaysia Anti-Corruption Academy (MACA)</i></p>
<p>13:00-14:15</p>	<p align="center">Panel Session Biopharmaceutical Industry Association Case Studies in Codes of Ethics Moderator: Mr. Tom Zerull <i>Regional Director, Office of Ethics and Compliance, Abbvie (Singapore)</i> Ms. Sabrina Chan, Executive Director <i>HKAPI (Hong Kong, China)</i> Mr. Reiner Gloor, Advisor and Former Executive Director <i>PHAP (Philippines)</i> Kitima Yuthavong, Chief Executive Officer <i>CEO, PReMA (Thailand)</i> Ms. Jennifer Chen, Acting General Counsel <i>RDPAC (China)</i></p>
<p>14:15-14:30</p>	<p align="center">Coffee Break</p>
<p>14:30-15:00</p>	<p align="center">Presentation Case Study: Japan's Voluntary Transparency System Mr. Bruce Ellsworth <i>Johnson & Johnson (Japan)</i></p>
<p>15:00-16:00</p>	<p align="center">Breakout Session Code of Ethics Adoption & Implementation Challenges <i>Note: Trainers and participants will break into small, pre-assigned teams.</i></p>
<p>16:00-16:30</p>	<p align="center">Report Out from Breakout Sessions <i>Note: Select trainer or participant from each team will report on their group discussion.</i></p>
<p>16:30</p>	<p align="center">Shuttle Transfers from MACA to Central Market</p>
<p>17:00-19:00</p>	<p align="center">Central Market Kuala Lumpur (All Sectors – Optional) <i>Location: Jalan Hang Kasturi, 50050 Kuala Lumpur</i></p>
<p>19:00</p>	<p align="center">Shuttle Transfers to MACA Campus, Park Royal Hotel & Hilton Hotel</p>

Thursday, 29 August	WORKSHOP PROGRAM (BIOPHARMACEUTICAL SECTOR)
08:30	<p align="center">Shuttle Transfers from Park Royal Hotel & Hilton Hotel to MACA <i>Location: Persiaran Duta Off Jalan Duta, 50480, Kuala Lumpur</i></p>
9:00-9:15	<p align="center">APEC Train-the-Trainer Workshop: Biopharmaceutical Sector <i>Location: Terengganu Hall, Malaysia Anti-Corruption Academy (MACA)</i></p> <p align="center">Opening Remarks:</p> <p align="center">Ms. Sabrina Chan <i>Executive Director, HKAPI (HK, China)</i></p>
9:15-11:00	<p align="center">Panel Discussion Best Practices for Promoting and Implementing a Code of Ethics & What it Means from a Company Perspective</p> <p align="center">Moderator: Mr. Bruce Ellsworth <i>Johnson & Johnson (Japan)</i></p> <p align="center">Kitima Yuthavong, <i>Chief Executive Officer</i> <i>PReMA (Thailand)</i></p> <p align="center">Mr. Reiner Gloor, <i>Advisor and Former Executive Director</i> <i>PHAP (Philippines)</i></p> <p align="center">Mr. Abdul Luheshi, <i>Vice President for Health Care Compliance</i> <i>Johnson & Johnson (Singapore)</i></p>
11:00-12:00	<p align="center">Breakout Session Developing an Action Plan for Adopting & Implementing a Code of Ethics</p> <p><i>Note: Trainers and participants will break into small, pre-assigned teams.</i></p>
12:00-13:00	<p align="center">Lunch Break <i>Location: Cafeteria, Malaysia Anti-Corruption Academy (MACA)</i></p>
13:00-16:00	<p align="center">Breakout Session Developing an Action Plan for Adopting & Implementing a Code of Ethics</p> <p><i>Note: Trainers and participants will break into small, pre-assigned teams.</i></p>
16:00-17:00	<p align="center">Report Out from Breakout Sessions</p> <p><i>Note: Select trainer or participant from each team will report on their group discussion.</i></p>
17:00	<p align="center">Shuttle Transfers from MACA to Park Royal Hotel & Hilton Hotel</p>
18:00-20:00	<p align="center">Breakout Team Dinners (Recommended) <i>Note: Organized by Each Breakout Team</i></p>

Friday, 30 August	WORKSHOP PROGRAM
08:45	<p align="center">Shuttle Transfers to Malaysian Institute of Integrity (IIM) Institut Integriti Malaysia Menara Integriti Persiaran <i>Location: Duta off Jalan Duta 50480 Kuala Lumpur</i></p> <p><i>Note: Shuttle buses will depart at 8:45 from Park Royal Hotel & Hilton Hotel. Participants staying at MACA may take short 3-5 minute walk to Malaysian Institute of Integrity (IIM).</i></p>
9:30-9:35	<p align="center">Closing Workshop Program (All Sectors) <i>Location: Auditorium Integriti, Level 2, Malaysian Institute of Integrity (IIM)</i></p> <p align="center">Remarks Ms. Lynn Costa, Project Overseer <i>Senior Trade Development Advisor, U.S. Department of Commerce</i></p>
9:35-9:45	<p align="center">General Sessions (All Sectors) Readout from the Medical Device Sector</p> <p align="center">Mr. Chris White <i>Executive Vice President & General Counsel, AdvaMed (USA)</i></p>
9:45-9:55	<p align="center">General Session (All Sectors) Readout from the Biopharmaceutical Sector</p> <p align="center">Ms. Sabrina Chan <i>Executive Director, HKAPI (Hong Kong, China)</i></p>
9:55-10:05	<p align="center">General Session (All Sectors) Readout from the Construction and Engineering Sector</p> <p align="center">Mr. Philip Vaughn <i>Senior Director, Government Relations, Fluor (USA)</i></p>
10:05-10:15	<p align="center">Making the Most of Your Knowledge & Tools (All Sectors)</p> <p align="center">Remarks Mr. Joseph Murphy <i>Society of Corporate Compliance & Ethics (SCCE)</i></p>
10:15-11:00	<p align="center">Closing Ceremony Holding Period</p> <p>Note: <i>Participants are asked to remain in the Great Hall as invited guests and dignitaries arrive for Closing Ceremony. All attendees are asked to take their seats by 10:30 AM.</i></p>
11:00-11:30	<p align="center">Closing Ceremony (All Sectors)</p> <p align="center">Welcome Remarks: Ms. Lynn Costa, Project Overseer <i>Senior Trade Development Advisor, U.S. Department of Commerce</i></p>

	Keynote Remarks: Y.A.B. Dato' Sri Mohd. Najib bin Tun Haji Abdul Razak <i>Prime Minister of Malaysia</i>	
11:30-12:00	Certificate Ceremony (All Sectors) <i>Location: Auditorium Integriti, Level 2, Malaysian Institute of Integrity (IIM)</i> Certificates Awarded By Sector Dato' Abdul Wahab Bin Abdul Aziz <i>Director, Malaysia Anti-Corruption Academy (MACA)</i>	Press Conference (Select VVIP) <i>Location: Bijaksana Room, Level 2 Malaysian Institute of Integrity (IIM)</i>
12:00-13:00	Closing Luncheon (All Sectors) <i>Location: Banquet Hall, Ground Floor Malaysian Institute of Integrity (IIM)</i>	
13:00	Shuttle Transfers from Malaysian Institute of Integrity (IIM) to Park Royal Hotel & Hilton Hotel	