



2017 APEC Business Ethics for SMEs Forum

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Advancing Code of Ethics Implementation Course A – Internal considerations module Case Study 1

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Reference material: The Mexico City Principles, available: <http://mcprinciples.apec.org/home>

It is October 2017. You are a member of the Board of Directors of the national Pharmaceutical Association of Malicuria Inc. (PAMI). The association was established in 2013 and so far, it has twenty member companies from the pharmaceutical industry sector, which are primarily local affiliates of multi-national firms, but includes one or two locally established firms.

During a recent APEC seminar, you had the opportunity to learn about the Mexico City Principles for Voluntary Codes of Business Ethics in the Biopharmaceutical Sector. You recognize that it would be useful to set standards of ethical practice for member companies so that there would be a level playing field for pharmaceutical companies in Malicuria. However, you are the only Board member who is interested in this issue.

1. What would be the first step to help your association establish a Code of Practice based on the Mexico City Principles?
2. Who should you involve to support this initiative?
3. How can you have the first draft of your Association's Code available?
4. How can you get the Code endorsed and implemented by member companies?
5. What would be the estimated timeline to achieve endorsement and implementation of the Code?

Please summarize your recommendations on one or more flipcharts and appoint a group member to present the results.