

**BUSINESS ETHICS FOR APEC SMES  
BIO-PHARMACEUTICAL SECTOR APEC EXPERT WORKING GROUP**

Four Seasons Hotel  
Mexico City, Mexico  
September 26-28, 2011

**Expert Working Group Co-Chairs:**

Mr. Russell Williams  
President, Rx&D (Canada's Research Based  
Pharmaceutical Companies)

Mr. Ivan Ornelas Diaz  
Director for International Affairs  
Ministry of Economy of the Republic of Mexico

<b>September 26, 2011 (Monday)</b>	<b>Meeting Program</b> <i>Registration/Welcome Reception: Merida Room</i>
<b>7:00-7:30pm</b>	<b>Registration</b>
<b>7:00-9:30</b>	<b>Welcome Reception</b>  <i>Remarks (7:45 pm):</i> <ul style="list-style-type: none"> <li>▪ <b>Mr. Carlos Garza Hernandez</b> Director General for Exports Promotion Under Ministry for Small and Medium Enterprises Ministry of Economy of the Republic of Mexico</li> </ul>
<b>September 27, 2011 (Tuesday)</b>	<b>Meeting Program</b> <i>Expert Working Group Meeting: Guadalajara Room / Lunch: Morelia Room</i>
<b>9:00-9:15am</b>	<b>Welcome</b>  <i>Remarks:</i> <ul style="list-style-type: none"> <li>▪ <b>Mr. Rafael Gual Cosío (9:00-9:05am)</b> Director General National Chamber of the Pharmaceutical Industry (CANIFARMA)</li> <li>▪ <b>H.E. Mr. Miguel Maron Manzur (9:05-9:15am)</b> Under Secretary for Small and Medium Enterprises Under Ministry for Small and Medium Enterprises Ministry of Economy of the Republic of Mexico</li> </ul>
<b>9:15-9:30</b>	<b>Introduction of Participants</b> <i>Facilitated by Co-Chairs</i>
<b>9:30-9:45</b>	<b>Review of Goals and Procedures</b> <i>Facilitated by Co-Chairs</i>
<b>9:45-11:30</b>	<b>Breakout Sessions to discuss Co-Chairs Draft of Foundation Principles</b> <i>Facilitated by Table Moderators</i>



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<b>11:30-12:30pm</b>	<b>Reports of Breakout Outcomes</b> <i>Facilitated by Table Moderators (10 minutes per Team)</i>
<b>12:30-12:45</b>	<b>Photo Session</b>
<b>12:45-2:30</b>	<b>Lunch</b>
<b>2:30-2:45</b>	<b>Keynote</b>  <i>Remarks:</i>  <ul style="list-style-type: none"> <li>▪ <b>H.E. Francisco J. Sánchez</b> Under Secretary of Commerce for International Trade International Trade Administration United States Department of Commerce</li> </ul>
<b>2:45 – 3:00</b>	<b>Co-Chairs Report on Breakouts and Approach to Finalize Foundation Principles</b> <i>Facilitated by Co-Chairs</i>
<b>3:00-5:45</b>	<b>Finalize Principles (additional sessions on next day)</b> <i>Facilitated by Co-Chairs</i>
<b>5:45-6:00</b>	<b>Co-Chairs Wrap-Up of Day 1</b> <i>Facilitated by Co-Chairs</i>
<b>Evening</b>	<b>Dinner On Your Own</b>
<b>September 28, 2011 (Wednesday)</b>	<b>Meeting Program</b> <i>Expert Working Group Meeting: Guadalajara Room / Lunch: Merida Room</i>
<b>9:00-9:30am</b>	<b>Co-Chairs Status Report and Approach to Finalize Principles</b> <i>Facilitated by Co-Chairs</i>
<b>9:30-12:00</b>	<b>Finalize Principles (additional session in afternoon)</b> <i>Facilitated by Co-Chairs</i>
<b>12:00-1:00</b>	<b>Lunch</b>
<b>1:00-5:30</b>	<b>Finalize Principles</b> <i>Facilitated by Co-Chairs</i>
<b>5:30-6:00</b>	<b>Co-Chairs Wrap-Up</b> <i>Facilitated by Co-Chairs</i>



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6:00-7:45	Free Time for Participants
7:45	Participants Gather in Four Seasons Hotel Lobby & Walk to Piso 51 at Torre Mayor
8:00-9:30	<p style="text-align: center;"><b>Expert Working Group Concluding Dinner</b> <i>Location: Piso 51 Restaurant, Torre Mayor (51<sup>st</sup> Floor)</i></p> <p><i>Opening Remarks:</i></p> <ul style="list-style-type: none"><li>▪ <b>Mr. Roberto Zapata Barradas</b> Director General of Multilateral and Regional Negotiations Under Ministry of Foreign Trade Ministry of Economy of the Republic of Mexico Mexico Senior Official to APEC</li></ul> <p><i>Closing Remarks:</i></p> <ul style="list-style-type: none"><li>▪ <b>Ambassador Muhamad Noor Yacob</b> Executive Director APEC Secretariat</li></ul>

**Project Overseer**

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