

Business Ethics for APEC SMEs Initiative Update



2018

Update on the Revised IFPMA Code, the APEC Code and Other Pharma and Med Device Global Codes Eighth Asia Pacific Pharmaceutical and Medical Device Compliance Congress

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About the Business for APEC SMEs Initiative

Launched in Gifu, Japan in 2010, the *Business Ethics for APEC SMEs Initiative* serves as the largest and most important collective action in the Asia-Pacific region to strengthen ethical business practices in the biopharmaceutical sector.

Since 2010, the initiative has raised more than \$5 million (USD) in APEC funds and in-kind contributions from member governments, industry organizations and other stakeholders.

This has enabled over 1,500 individuals from more than 1,250 organizations across all 21 APEC member economies to participate in 14 initiative programs to-date hosted by Japan, Malaysia, Mexico, Viet Nam, the United States, Brunei Darussalam, Chinese Taipei, Indonesia, China, the Philippines, and Peru.



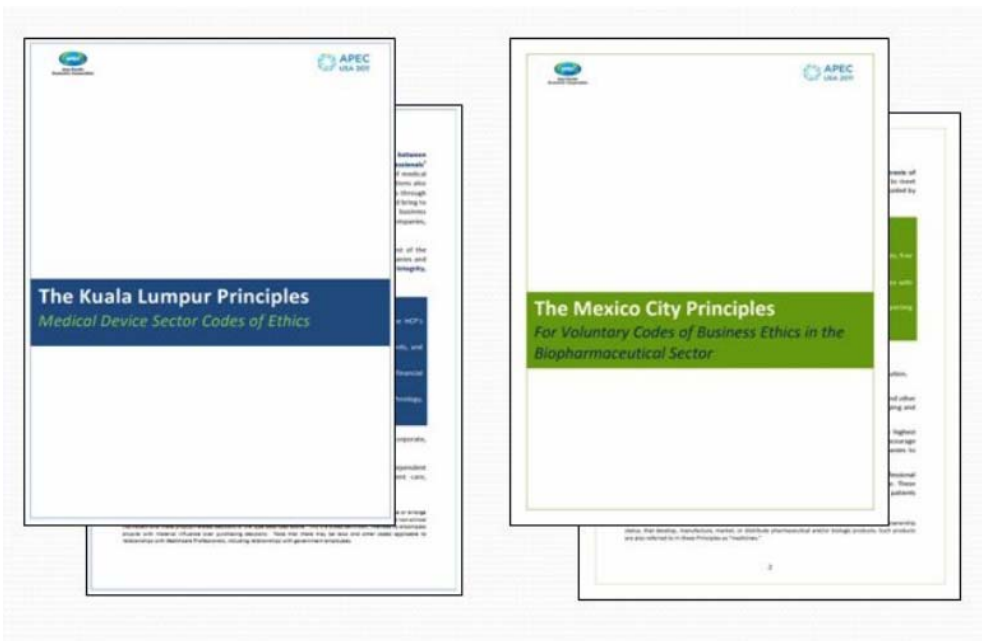
<https://youtu.be/1SypW4JED9Q>

- Thanks to implementation efforts for the APEC Mexico City Principles that began in 2012,

- **83 (out of 104) codes of ethics aligned with APEC principles, bringing 18,000+ companies (of which 13,000 are SMEs) under a code** as part of the initiative' annual reports:

- Medical device: [Report on Code of Ethics Implementation](#)

- Biopharmaceutical: <http://mcprinciples.apec.org/CMFiles/2018Report.pdf>



Key 2018 APEC Business Ethics for SMEs Forum Outcomes

- **Announcement of three consensus framework agreements (China, Japan, Australia)**
 - Examples include industry-hospital collaboration in areas such as education and training, research, advocacy, purchasing, resource allocation and policymaking. The aim is to uphold patient interests while opening up trade by freeing firms large and small of the high costs of corruption
- **Successful launch and beta testing of virtual training programs**
 - “APEC Virtual Ethics for SMEs Compliance Program”
 - “APEC Distributor Compliance Portal”
- **Tokyo Declaration - an ambitious set of targets to increase third party adherence to high-standard business ethics practices.** Targets include that by 2021:
 - associations align their codes with the [APEC Guidance for Ethical Third Party Intermediary Relationships in the Medical Device Sector](#)
 - governments develop enablers for third parties to abide by principles consistent with the [APEC KL Principles](#)
 - HCPs expect third party behavior aligned with the APEC KL Principles; and
 - voluntary third party certification pilots to be completed.
- Full day workshops with Patient Organizations and Healthcare Professional organizations