

APEC Principles

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What do the APEC Codes of Voluntary Ethics have in common with other Codes

- Help build ethics capacity in small and medium-sized companies in developing economies
- Aligns ethical industry practices across the APEC region,
- Member economies will more readily attract trade and investment in the biopharmaceutical sector, increase SME participation in this vital sector, and ensure that their healthcare professionals and citizens have access to the best quality biopharmaceutical products.

Scope

- APEC principles would provide biopharmaceutical companies with greater clarity and a collective understanding of what constitutes appropriate interactions with healthcare professionals across the APEC region
- Greater clarity and harmonized principles would make it more cost effective for companies to access new APEC markets through lower risk of enforcement action and lower compliance costs, which is especially true for resource-constrained SMEs without substantial compliance personnel or procedures
- Beyond companies and industry associations, the Principles also cover implementation by healthcare professional organizations and governments

The Mexico City Principles cover

1. Interactions with Healthcare Professionals
2. Promotional Information and Activities
3. Safety of Medicines
4. Symposia and Congresses
5. Informational Presentations by Company Representatives
6. Entertainment
7. Educational Items and Gifts
8. Support for Continuing Medical Education
9. Samples
10. Consultant and Speaker Arrangements
11. Compliance Procedures and Responsibilities
12. Conduct and Training of Company Representatives
13. Public Sector Relations and Procurement
14. Clinical Trials
15. Company Donations for Charitable Purposes
16. Patient Organizations
17. Adherence to Principles

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- Voluntary Code is currently being rolled out to the APEC economies