



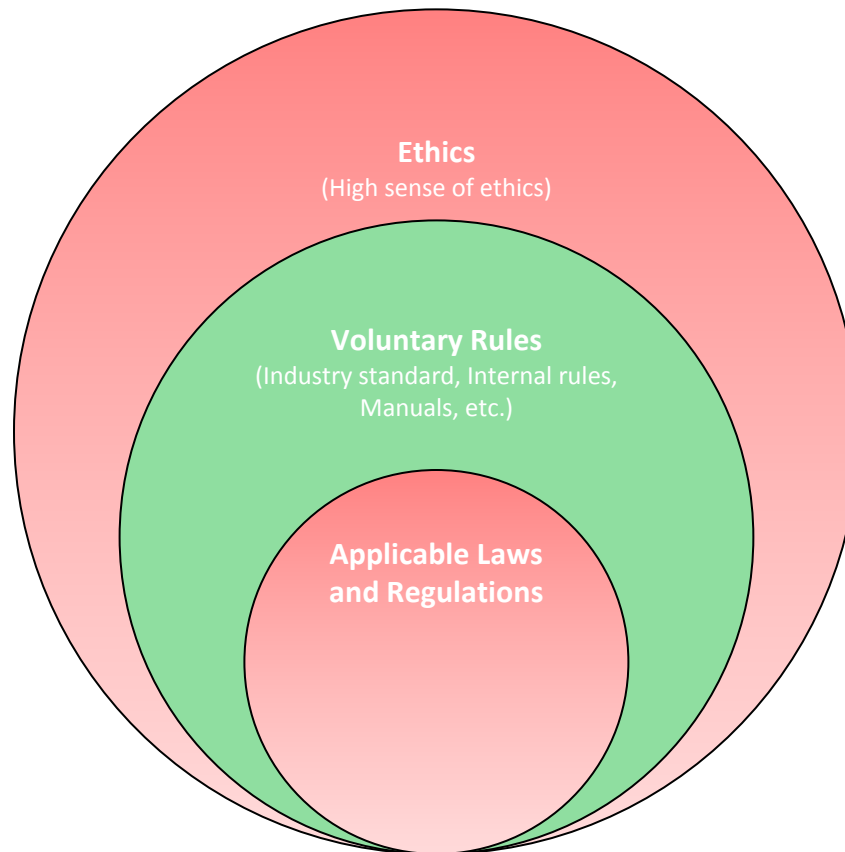
Latin American Pharmaceutical and  
Medical Device Compliance Congress  
**Perspectives from the C-suite**

*Mexico City, July 2014*

# Compliance is everywhere



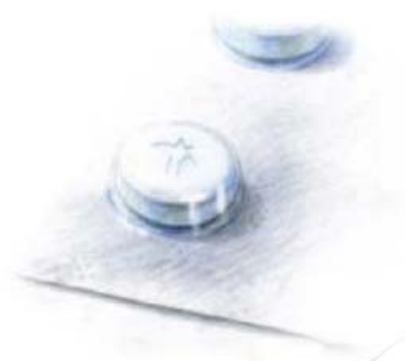
We aim to earn the trust of society and thus forge a pathway to sustainable progress. To this end, all the members of Astellas comply with the laws and regulations, and perform our business with high ethical standards.



- The enactment of anti-bribery and anti-corruption laws began in the western nations.  
However, their application is increasing in developing nations where customs, practices and values are different
- Requires active and ongoing sponsorship by senior managers
- Business approvals processes must incorporate anti-bribery and anti-corruption considerations
- It is not just about following the letter of the FCPA or the UK Bribery Act. It's about changing behaviors which elevate the ethical bar of the organization

- Corruption is a major tax on the economy
- It's good for business
  - If individuals and businesses trust the rules and their enforcement, they are more likely to participate in the economy
  - A level playing field benefits the best producer and ultimately benefits the consumer
- Boosts to companies reputations
  - Perceived ethical business practices is an increasingly important selection criteria when identifying partners
- Extra-territorial enforcement is growing
  - Get on board quick because it gets harder the more time goes by
  - Countries and regions that do not follow suit will become less attractive and their foreign investments will move to countries with higher transparency standards

- Time and cost investments
  - Compliance still faces challenges receiving sufficient funding
- Compliance is not always received with open arms
  - Our message about the importance of anti-corruption programs is being heard; however, the listeners are not always enthused with what they hear.
  - A common perception is that extra-territorial anti-corruption laws do not consider local customs
- Cultural awareness of those implementing the compliance programs
  - The Principles should be the same but the language and implementation must make cultural sense to each group
- Transparency vs. Privacy
  - Local partners object to be subjected to audits and held to account for what they believe to be “their business”



# Changing tomorrow

