



**Asia-Pacific
Economic Cooperation**

2015/SMEWG40/045
Agenda Item: 16.8

Business Ethics for APEC SMEs Initiative

Purpose: Information
Submitted by: United States



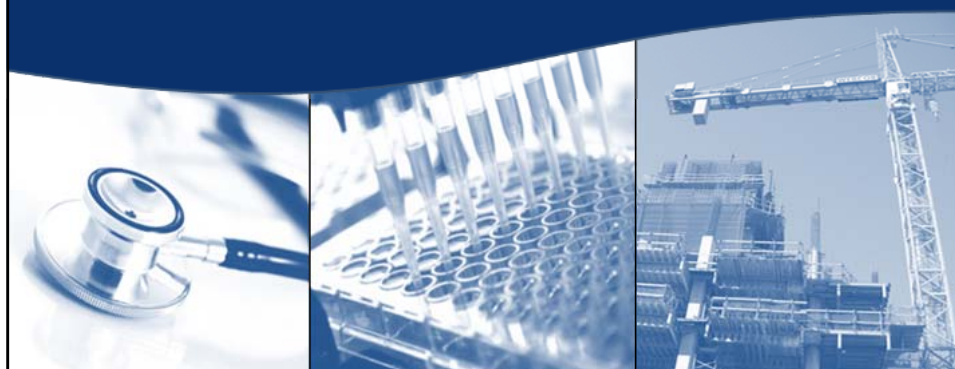
APEC
PHILIPPINES
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**40th Small and Medium Enterprises Working Group
Meeting
Atlanta, United States
10-11 June 2015**

APEC 40th SMEWG Meeting | Atlanta, Georgia

Business Ethics for APEC SMEs Initiative

*Status Report & Preparations for the
2015 APEC Business Ethics for SMEs Forum*



Benefits of Strong Ethical Practices

- **For SMEs & Industry:** Equalize the competitive environment; reduce global and local reputational risk; decrease risks associated with third-party interactions, and improve access within new and existing markets across the region.
- **For Governments:** Strengthened industry self-regulation and compliance with highest standards reduces incidents of legal infraction and lowers enforcement burden; improve patient and consumer trust; improve health and safety outcomes; strengthened product quality; support SME cross-border trade; and reduce loss of public resources to corruption.
- **For Consumers, Patients and Healthcare Professionals:** Enhance access to safe and innovative products that save and improve the quality of life.
- **For Economies:** Support economic growth, innovation and consumer confidence.



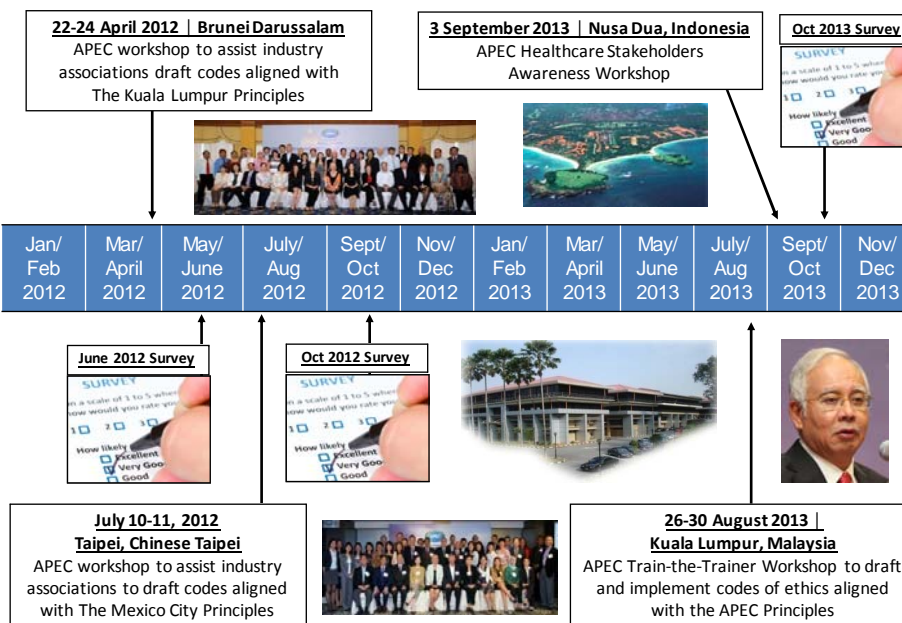
APEC: The Right Platform to Strengthen Ethical Practices

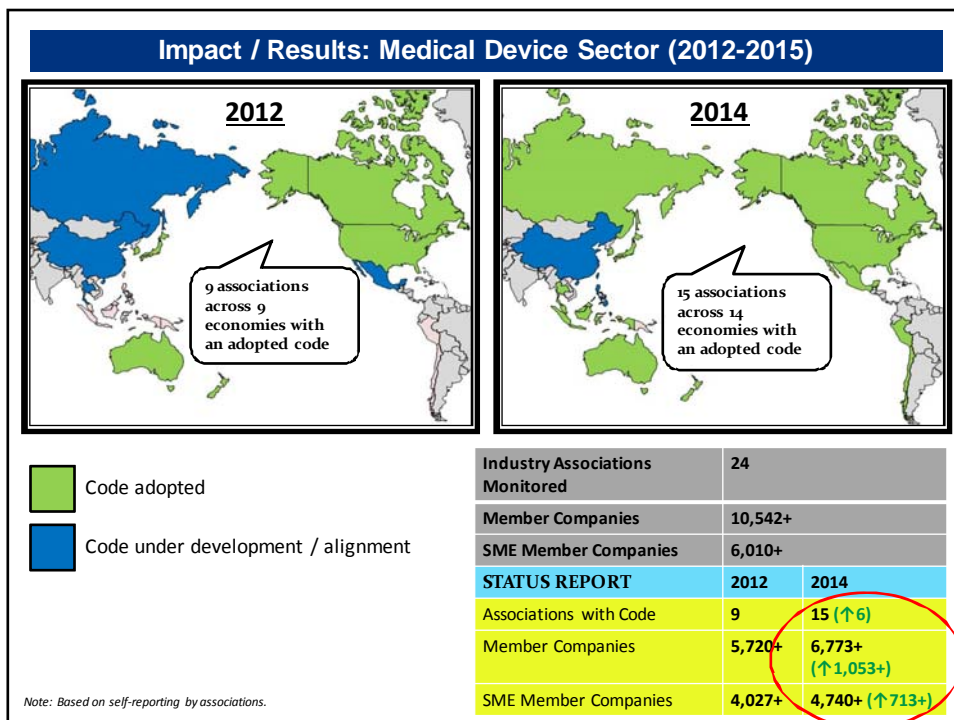
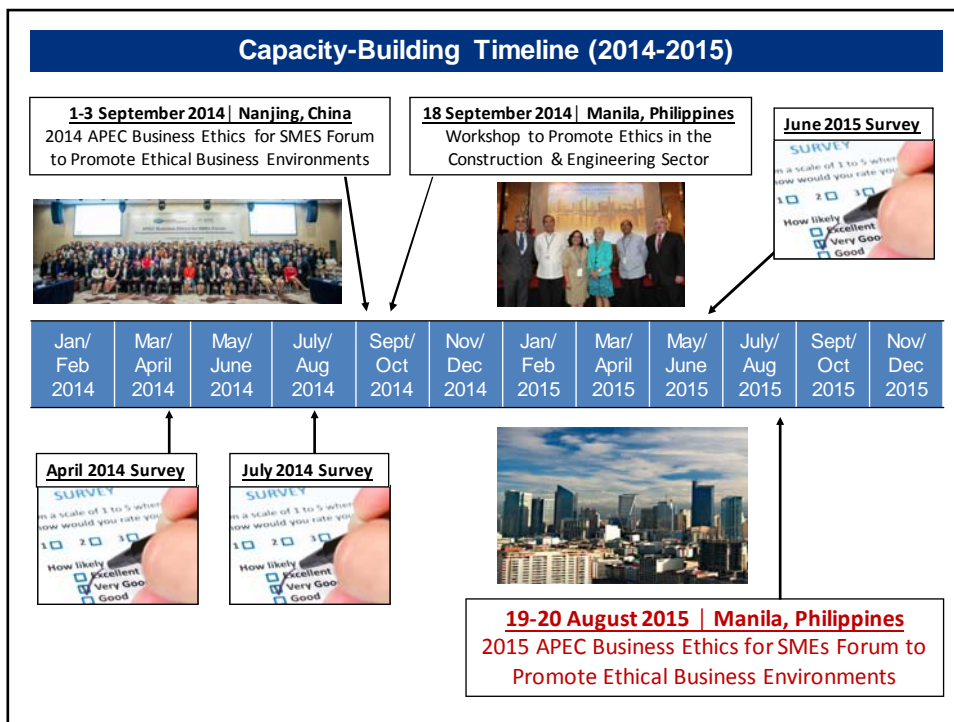


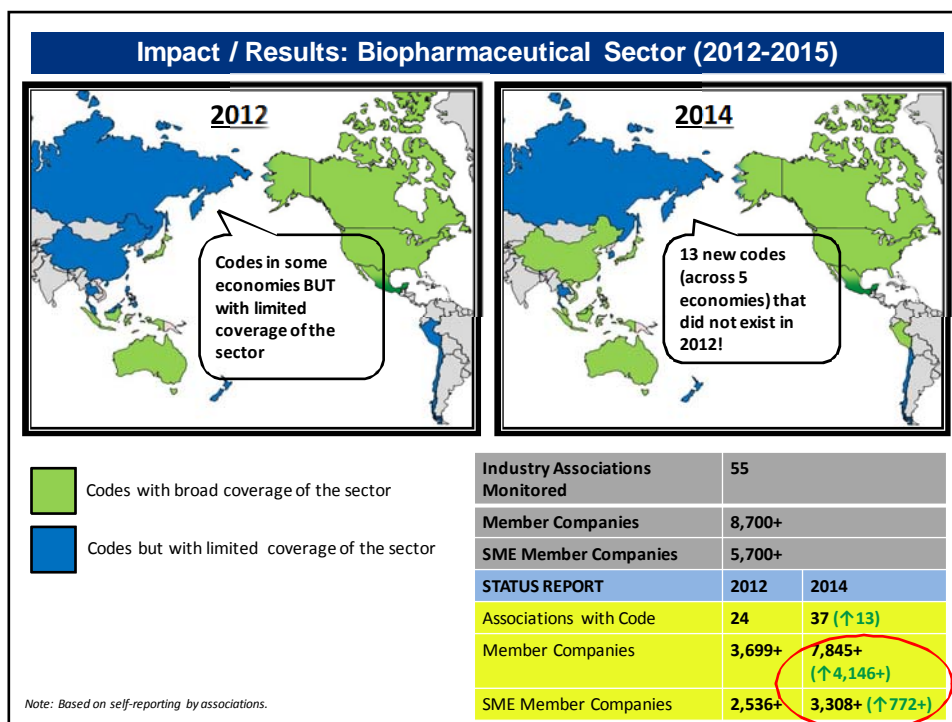
- The Business Ethics for APEC SMEs initiative was launched by APEC SME Ministers in Gifu, Japan in 2010.
- Followed by the drafting and endorsement of the “APEC Kuala Lumpur Principles” for the medical device sector, the “APEC Mexico City Principles” for the biopharmaceutical sector, and the “APEC Hanoi Principles” for the construction sector in 2011.
- The APEC Principles are supported by APEC SME Ministers, APEC Trade Ministers, APEC Ministers and APEC Economic Leaders.



Capacity-Building Timeline (2012-2013)







Impact / Results (2012-2015)

In summary, in three years this initiative has supported the development of **19 new industry codes** across **9 economies** where they previously did not exist, expanding high standard APEC principles to more than **14,000 companies** (over **8,000** are SMEs)

2014 APEC Business Ethics Forum in Nanjing, China (Sept 2014)

- Over **200 participants** from more than **80 organizations** representing **20 APEC economies** – bringing together stakeholders crucial to strengthening ethical business practices in the medical device and biopharmaceutical sectors (ministries, hospital and physician groups, patient orgs, industry, and APEC SME Working Group delegates).
- Co-hosted by China and the U.S. to facilitate regional cooperation, ethics training sessions and **provide the initiative with strategic recommendations through 2020.**
- Examples of attendees included DGs of Philippines & Chile FDAs, Chairman of Johnson & Johnson China, Chair of the International Alliance of Patient Organizations, Presidents / Senior Leaders of 25+ National Industry Associations, and Presidents / Senior Leaders of 10+ National Medical, Hospital and Related Organizations.



Nanjing Declaration (Medical Device & Biopharmaceutical Sectors)



- Finalized with unanimous support at the 1st APEC Business Ethics Forum and endorsed by APEC SME Ministers (Sept 2014) and APEC Ministers (Nov 2014).
- Contains six goals and numerous actions for all stakeholders to facilitate ethical practices. Serves as guiding document through 2020.
- Goals include doubling the number of industry associations with a code between 2012-2015, universal code adoption by industry associations by 2020, and supporting the development of parallel physician codes through an Consensus Framework for Ethical Collaboration.



2015 APEC Business Ethics Forum in Manila (19-20 August 2015)

- **Co-hosted by Philippines and the U.S. to facilitate regional cooperation, ethics training sessions and to advance the Nanjing and Manila Declarations.**
- **19 August:** Three Capacity-Building Workshops
Medical Device, Biopharmaceutical, and Construction & Engineering
- **20 August:** High-Level Plenary Session (All Sectors)
- **Location:** Sofitel Philippine Plaza, Metro Manila, Philippines

