



PLENARY SESSION PRE-READ / BIOGRAPHIES

7:30-8:30: BADGE COLLECTION, HEADSETS, AND TEA/COFFEE SERVICE

8:30-8:35: WELCOME REMARKS

Biography of Mr. Patrick Kirwan:



Kirwan is the Director of the Trade Promotion Coordinating Committee Secretariat at the U.S. Department of Commerce. In this capacity, he coordinates a network of 20 government agencies to improve federal trade promotion and finance programs to increase U.S. exports. He has focused specifically on developing commercial strategies for key markets and improving federal/state cooperation on export promotion. Kirwan also serves as U.S. delegate to the APEC SME Working Group. Prior to his current role, Kirwan has served as Acting Deputy Assistant Secretary for Domestic Operations, where he oversaw the operations of the 105 export assistance offices of the Department of Commerce. He has also spent two years in the White House at the Domestic Policy Council working on a variety of trade-related issues. As part of the Office of the President, Kirwan participated in the development of a number of strategic trade initiatives in areas such as electronic commerce, international standards setting, trade finance, and Asia policy.

8:35-8:45: CONSENSUS FRAMEWORKS: PLATFORMS FOR A CULTURE OF ETHICS AND INTEGRITY

Biography of Ms. Diane Biagiante:



Diane Biagiante is Vice President and Chief Responsibility Officer at Edwards Lifesciences (“Edwards”) based in Irvine, California where she has responsibility for the Company’s global ethics and compliance program. Since Diane joined Edwards in May 2011, she has actively served to advance the Business Ethics for APEC SMEs Initiative through mentorship of numerous industry associations in the development of new codes of ethics. In 2013, she received the PwC Award for Leadership in the Advancement of Ethics in the Medical Device Industry. In 2017, 2018, and 2019 during Diane’s leadership, Edwards was recognized among the World’s Most Ethical Companies. Most recently, Diane received the prestigious 2018 Warren Christopher Values Award, an honors that recognizes those who live the core values of excellence, leadership and superior citizenship. Prior to joining Edwards, Ms. Biagiante served as Senior Vice President and General Counsel of Advanced Medical Optics (“AMO”). Prior to joining AMO, she was Vice President and Assistant General Counsel of Experian Information Solutions and an associate with the law firm of O’Melveny & Myers LLP.

8:45-9:30: CHILE CONSENSUS FRAMEWORK SIGNING CEREMONY AND REMARKS

Biography of Keynote Speaker (TBC):

Biography to be Inserted in the Next Version



Biography of Gaston Fernandez:



Gastón Fernández is the Head of the Regulatory Affairs Division from the Undersecretariat of International Economic Affairs within Chile's Ministry of Foreign Affairs. Since the beginning of 2019, he has served as the facilitator for the Chile Consensus Framework. His portfolio leads negotiations and administration of trade policies at the bilateral and multilateral level. Prior to his current assignment, Mr. Fernández oversaw the Department of the Organization for Economic Cooperation and Development (OECD), responsible for representing the Trade and Investment Committee, the inter-ministerial coordination, and as the national point of contact of the OECD Guidelines for Multinational Enterprises, and its implementation in Chile. Mr. Fernández has extensive experience in management positions, both in the private and public sectors, particularly in the negotiation of trade agreements between Chile and Asia, Latin and Central America, and the European Union, where he was responsible for implementing and administering treaties. Mr. Fernández has represented Chile at international multilateral organization related to trade, such as the World Trade Organization (WTO), the World Customs Organization (WCO), and the Asia Pacific Economic Cooperation Forum (APEC), the Southern Common Market (MERCOSUR), the Pacific Alliance (PA), and the Latin-American Integration Association (ALADI). He also served as a consultant for the Inter-American Development Bank in Washington and the WTO. Mr. Fernández has a Bachelor of Commercial Engineering from the University of Valparaíso, a master's Degree from Babson College, and a specialization in Public Policy from the University of Chicago.

Biography of Ms. Cecilia Rodríguez:



Cecilia Rodríguez is a Social Communicator with studies in Public Health. After working for several years for the public health system, she was diagnosed with a rheumatic chronic condition. From that moment, she started advocating for patients and patient involvement through different initiatives. Founder of the Patient's School, a strategy implemented at the public health system for self-management programs. She also is the founder of Fundación Me Muevo, a patient lead organization for patients with rheumatic diseases. Today she is also the director of the Patient's School at Universidad Mayor.

9:30-9:45: 2019 APEC BUSINESS ETHICS FOR SMEs LIGHTHOUSE AWARD

Biography for Adrian Cosenza:



Adrian is the Chair of the Australian Ethical Health Alliance, Australia's consensus framework group with over 70 signatories representing over 200,000 healthcare professionals and over 3.2m patients/consumers and presently the largest consensus group of its type globally. Adrian is also the Chief Executive Officer of the Australian Orthopaedic Association (AOA), having joined AOA in July 2010. Over the past nine years, Adrian has led the modernisation of AOA into a vibrant and respected leader in the field of orthopaedics. Today, the AOA is in its sixth year of a major global benchmarked transformation of its orthopaedic surgical and education program as well as addressing leading aspirations in research, ethics and professionalism. Adrian is an experienced CEO and seasoned director, having served in an executive capacity in three industries including medical education, technology and banking and finance and in a director capacity on over 15 boards in four country jurisdictions. He is also the current Chief Executive Officer of



AOA Research Foundation and is also the first national CEO CookOff Brand Ambassador for OzHarvest. He is currently Chair of the Australian and New Zealand Sarcoma Association. Adrian is the Australasian Ambassador for the International Medical Education Leaders Forum and serves on the Global Planning committee. Adrian has three degrees - Bachelor Commerce & Masters of Commerce from the University of New South Wales and MBA from IMD Lausanne Switzerland. Adrian is a Fellow of three professional bodies: Australian Institute of Company Directors, Financial Services Institute and CPA Australia.

9:45-10:00: OFFICIAL PLENARY PHOTOGRAPH

All delegates will join Mr. Cosenza and the 2019 Lighthouse Award winner on stage for the official photo.

10:00-10:30: IMPLEMENTING CONSENSUS FRAMEWORKS: UPDATES FROM THE REGION

Delegates will receive brief verbal updates (3-5 minutes) from the following APEC member economies who have implemented a consensus framework to-date: Australia, Canada, Chile, China, Japan, Mexico, Peru, Philippines, and Viet Nam.

Related Materials:

- 2019 Update on APEC Consensus Frameworks: [PDF Here](#)
- APEC Guide to Facilitate Multi-Stakeholder Ethical Collaborations in the Medical Device and Biopharmaceutical Sectors (Version 2018): [PDF Here](#)

10:30-10:45: MORNING TEA/COFFEE BREAK

10:45-11:10: APEC VISIONARIES: THE IMPLICATIONS OF TECHNOLOGICAL DISRUPTION ON ETHICAL BUSINESS CONDUCT IN THE APEC REGION (Presentation 10:45-11:00 / Q&A 11:00-11:10)

Description: When the APEC Principles were launched in 2011, few predicted that the region would realize near universal adoption in codes of ethics by medical device and biopharmaceutical industry associations representing over 18,000 companies. Most would not have predicted that nine APEC economies would launch comprehensive, consensus-based agreements bringing together nearly 150 parties from across health systems. With rapid technological advancement and international harmonization confronting these two sectors and society as a whole, Dr. Julien Durand will offer insights into what this APEC initiative should prepare to confront over the coming years. He will also provide a glimpse into what the key achievements, challenges, and changes could be in ethical business conduct by 2030, offering a perspective on health systems and implications for developing economies. **Time is allotted for questions and answers.**

Biography of Dr. Julien Durand:



Dr. Julien Durand is a globally recognized expert focusing on the future of healthcare. He has a dual expertise in (1) advanced health technologies and frontier technologies; and (2) ethics, compliance, regulation and governance of these disruptive technologies. Fields also known as technoethics, bioethics and neuroethics. He holds a Ph.D. in Engineering specialized in exponential technologies (space, artificial intelligence, blockchain, biotech, 3D printing, Internet of Things, virtual reality and robotics), a J.D. in technology law and an MBA. He is a member of numerous global commissions and expert groups on governance and regulation of advanced technologies.



11:10-11:35: APEC VISIONARIES: ETHICAL BUSINESS CONDUCT AND RETURN ON INVESTMENT – WHAT “TONE AT THE TOP” MEANS FOR SMEs (Presentation 11:10-11:25 / Q&A 11:25-11:35)

Description: Significant analysis has demonstrated the return on investment when companies engage in high-standard ethical business conduct, from increased valuation and expansion opportunities to greater employee retention and building brand equity with customers. But how does this apply to small and medium-sized enterprises looking to grow across diverse healthcare systems in a 21st century global economy? And how should the leaders of these small and medium-sized enterprises leverage their role when faced with resource limitations in time and finances? Mr. Ken Reali will offer a fresh perspective that considers what “tone at the top” in ethical business conduct will look like for future SME chief executives in the health economy. **Time is allotted for questions and answers.**

Biography of Mr. Ken Reali:



Ken Reali serves as Chief Executive Officer of Clinical Innovations, an emerging medical technology enterprise based in the United States, and Chair of AdvaMed’s Code of Ethics Committee. He is healthcare business executive with broad experience in product development, global marketing, commercialization, and sales of medical devices. Ken has a strong background in market analysis, reimbursement strategy, regulatory and clinical affairs, new product development, sales force optimization, and domestic and international product commercialization. He has specialty experience working with medical societies, patient advocacy groups, governmental agencies, public and private insurance companies, investor relations, capital funding, business development and strategy development, including strategic planning and acquisitions.

11:35-12:00: APEC VISIONARIES: FOSTERING ETHICAL COLLABORATION BETWEEN HCPs AND THE MEDICAL DEVICE & BIOPHARMACEUTICAL SECTORS (Presentation 11:35-11:50 / Q&A 11:50-12:00)

Description: Since the launch of the medical device and biopharmaceutical sector programs under the *Business Ethics for APEC SMEs Initiative* in 2010, the importance of ethical interactions between enterprises and healthcare professionals has served as a core component. Both the APEC Kuala Lumpur Principles and the APEC Mexico City Principles contain substantial guidance on this topic, which has subsequently been implemented across industry association codes of ethics. As the region looks ahead, Dr. Jeff Blackmer will offer perspectives on remaining challenges, and what opportunities exist to encourage leaders in industry and the healthcare professional community to strengthen cooperation as well as to better align incentives and target outcomes. What are the barriers that are preventing greater collective action? How do we think beyond Codes and consider culture as well? **Time is allotted for questions and answers.**

Biography of Dr. Jeff Blackmer:



Dr. Jeff Blackmer serves as the Vice President of International Health at the Canadian Medical Association (CMA). Prior to this, he served as the CMA’s Vice President of Medical Professionalism and as the Executive Director of the CMA’s Office of Ethics. Dr. Blackmer completed his medical training at Western University and his residency program in Physical Medicine and Rehabilitation at the University of Saskatchewan. He also holds a Master’s degree in medical ethics from the University of Toronto and is currently pursuing his Global Executive MBA at INSEAD University in France. Dr. Blackmer regularly serves as a spokesperson on leading health issues and appears frequently in Global media. He contributes to international health by serving as



an expert advisor to the World Health Organization, the International Committee of the Red Cross, numerous national medical associations as well as other international organizations. He chairs various international working groups, and is a frequent invited speaker at national and international meetings and conferences. He has published and lectured extensively both nationally and internationally, and has authored numerous global health policies. He has been an invited lecturer and visiting professor at institutions such as Harvard University, the University of Notre Dame, and the United States National Naval Medical Centre. He has received several honors and awards, including the Queen's Diamond Jubilee Medal for his contributions to the fields of medical ethics and international medicine and the University of Toronto Joint Centre for Bioethics 20th Anniversary Distinguished Alumnus Award. Dr. Blackmer also teaches at the University of Ottawa.

12:00-13:00: LUNCH (PEDRO DE VALDIVIA ROOM)

13:00-13:45: INDUSTRY ASSESSMENT: PROGRESS, CHALLENGES, AND RECOMMENDATIONS FOR THE REGION AND STRATEGIES TO MEASURE THE POSITIVE IMPACT OF ETHICAL PRACTICES

Description: Industry leaders from Advanced Medical Technology Association (AdvaMed) and the International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) will present the results of the 2019 survey on code of ethics implementation by APEC medical device and biopharmaceutical industry associations. They will also offer their analysis how this year's results advance the Nanjing Declaration's goals as well as where further progress is needed. Nancy Travis and Thomas Cueni will also offer their initial perspective on how the *Business Ethics for APEC SMEs Initiative* can begin to undertake strategies and actions to measure the positive impact of ethical business practices. Time permitting, the plenary floor will be open to delegates so they may share suggestions on how the Initiative may begin to measure the positive impact of high-standard ethical business conduct in these sectors.

Related Materials:

- 2019 Report on Code of Ethics Implementation by APEC Medical Device Associations: [PDF Here](#)
- 2019 Report on Code of Ethics Implementation by APEC Biopharmaceutical Associations: [PDF Here](#)
- APEC Nanjing Declaration: [PDF Here](#)
- APEC Kuala Lumpur Principles: [PDF Here](#)
- APEC Mexico City Principles: [PDF Here](#)

Biography of Ms. Nancy Travis:



As Vice President for International Compliance and Governance at the Advanced Medical Technology Association (AdvaMed), Ms. Travis leads the association's efforts to promote codes of ethics for the medical technology industry worldwide. She was instrumental in launching the *Business Ethics for APEC SMEs Initiative* and the Inter-American Coalition for Business Ethics in the Medical Technology Sector. In addition to her policy focus, she addresses key issues related to association governance at AdvaMed, including management of the Board. Nancy has 20 years of international affairs and leadership experience, with a particular focus on advocacy related to market opening and trade issues. She advised key government officials on trade agreements as well as World Trade Organization accession negotiations. Throughout her career, she has received a number of exceptional performance and superior honor awards.



Biography of Mr. Thomas Cueni:



Thomas Cueni is Director General of IFPMA, the global association of pharmaceutical research companies, based in Geneva and is Secretary of the global Biopharmaceutical CEO Roundtable (BCR). Thomas Cueni serves as Industry Co-Chair of the APEC Biopharmaceutical Working Group on Ethics and Chair of the Business at OECD Health Committee. He also serves on the Board of Directors of the City Cancer Challenge (CCan), an initiative aiming to improve cancer care in major cities in low- and middle-income economies. Furthermore, he is Chair of the Board of the cross-sectoral AMR Industry Alliance, a group committed to tackling the threat of antimicrobial resistance, which includes more than 100 companies and associations representing Rx pharma, generics, biotech, and diagnostics. Prior to joining IFPMA he was Secretary General of Interpharma, the association of pharmaceutical research companies in Switzerland, and for many years was a member of the Board and Chair of a key committee of the European Federation of Pharmaceutical Industries and Associations. Prior to his appointment with Interpharma, Thomas Cueni had a career as a journalist, inter alia as London correspondent for the “Basler Zeitung” and “Der Bund”, and he served as a Swiss career diplomat with postings in Paris (OECD) and Vienna (IAEA, UNIDO). He studied at the University of Basle, the London School of Economics, and the Geneva Graduate Institute for International Studies, and has Master degrees in economics (University of Basel) and politics (London School of Economics, LSE).

13:45-14:45: GOVERNMENT STRATEGIES TO ENCOURAGE ETHICAL BUSINESS CONDUCT

Description: Following recognition at the 2018 APEC Business Ethics for SMEs Forum that the initiative should identify strategies for governments to encourage ethical business conduct in alignment with the APEC Principles, this session will unveil a draft resource guide that showcases examples from around the world. The discussion will be moderated by Ms. Claudia Ortega Forner from the Public Prosecutor's Office in Chile who concurrently serves as Chair of the APEC Anti-Corruption and Transparency Working Group (ACTWG). Expert discussants from Chile, New Zealand, and Hong Kong, China will feature several examples in the resource guide while offering additional perspective on the topic. Time permitting, Forum delegates may offer inputs on the resource guide and other recommendations for the overseer's consideration.

Related Materials:

- Draft “Government Strategies to Encourage Ethical Business Conduct – A Resource Guide for Economies from the Business Ethics for APEC SMEs Initiative”: [PDF to be Inserted in the Next Version](#)

Biography of Mr. Ricardo Miranda Zúñiga:



Ricardo Miranda is a lawyer with a master's degree in Public Law, from the Law School of Universidad Católica de Chile. He has 15 years of professional experience in the area of administrative law, specifically in matters related to public procurement. Ricardo Miranda has an extensive experience in the public sector and since 2015 is the Head of the Legal Department of ChileCompra (the public procurement agency under the Ministry of Finance in Chile). He has taught in diploma courses on public procurement in different universities in Chile and has participated as a panelist and speaker representing ChileCompra in international workshops, such as: APEC Training Course on Building and Enhancing FTA Negotiation Skills on Government Procurement, Ho Chi Minh city, Vietnam (January 9 and 10, 2014); World Bank. Benchmarking Public



Procurement 2016 Report. Dissemination event – Washington D.C (October 19, 2015); and APEC ACTWG cross-fora meeting – Santiago (February, 2019).

Biography of Ms. Faye Sumner:



Faye Sumner is the Chief Executive Officer for the Medical Technology Association of New Zealand (MTANZ). As CEO, she has been at the forefront of negotiations with the Government in the development of proposed New Zealand medical device regulations and the move to centralized procurement of medical devices for New Zealand. Faye introduced the Code of Practice for New Zealand’s medical technology industry in 2005 and has since served as an international leader in strengthen ethical business practices.

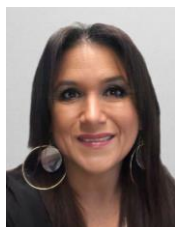
Faye was a member of the Asia Pacific Economic Cooperation (APEC) Code of Business Ethics for Medical Devices Expert Working Group that developed the 2011 KL Principles. In the 2018 Queen’s Birthday Honours, Faye was appointed Companion of the New Zealand Order of Merit (CNZM) for her services to the medical technology sector. Faye is a Registered Nurse with a business qualification from the University of Auckland Business School. Faye is a Trustee of the University of Auckland, School of Medicine Foundation and a member of the University’s MedTech Centre of Research Excellence Governing Board. Faye is a Board member on two Government Crown Entities; NZ Artificial Limb Board and NZ Standards Approval Board. Faye is also a deputy Chair of the NZ Heart Foundation and Chair of the Heart Health Trust.

Biography of Ms. Sabrina Chan:



Sabrina Chan is Senior Executive Director of the Hong Kong Association of the Pharmaceutical Industry (HKAPI) and has been an integral expert in supporting code of ethics development within the *Business Ethics for APEC SMEs Initiative* since 2012. She has provided direct assistance in the launch of new industry codes in Indonesia, the Philippines, and Chinese Taipei, among others, with benefits for thousands of companies. She is a Member of the APEC Biopharmaceutical Working Group on Ethics. Prior to joining the pharmaceutical industry, she led the External Affairs Department of a telecommunication conglomerate (listed in Hong Kong Stock Exchange) to deal with the company’s government relations, regulatory affairs, corporate affairs and communications. She co-founded the Telecommunications Research Project under Centre of Asia Studies of University of Hong Kong (HKU), and was a journalist at various print and electronic media. She holds some advisory positions for the Hong Kong government and academics, including, member of the High Level Steering Committee on Antimicrobial Resistance, member of Business Facilitation Advisory Committee, and chairs the Advisory Board of Bachelor of Pharmacy of HKU. Sabrina started her tertiary education from Communications in Hong Kong, holds graduate degree in International Studies from the University of Sheffield (UK), as well as law degrees from the Chinese University of Hong Kong and University of Tsinghua (China).

Biography of Ms. Claudia Ortega Forner (Moderator):



Claudia Ortega Forner is a Senior Legal Advisor with the Specialized Anticorruption Unit of the Public Prosecutor’s Office of Chile. She holds a law degree from the University of Chile and a Diploma degree in Economic Crime. Ms. Ortega participates in the investigation and prosecution of high-level complex corruption cases and corporate liability. She also participates as the Chilean Delegate before the APEC Anti-Corruption and Transparency Working Group and the Anticorruption and Transparency Law Enforcement Network. She is



currently the ACTWG and ACT-Net Chair’s Assistant. Ms. Ortega is in charge of organizing anticorruption training within the Public Prosecutor’s Office. She has also participated as a speaker on various corruption-related topics in Chile and abroad.

14:45-15:00: AFTERNOON TEA/COFFEE BREAK

15:00-16:00: THE FUTURE OF THE NANJING DECLARATION

Description: Facilitated by Ms. Tricia Van Orden, Overseer of the Business Ethics for APEC SMEs Initiative, delegates will participate in a structured discussion on updating the Nanjing Declaration for expanded collective action in future years. Insights from this discussion to the Project Overseer will serve as preliminary recommendations that will inform Nanjing Declaration updates at the 2020 APEC Business Ethics for SMEs Forum. Delegates should come prepared with inputs to the following questions:

- **Should any of the Nanjing Declaration’s current goals and activities be extended beyond 2020?**
- **Are there goals or activities not included in the Nanjing Declaration that should be considered?**

Related Materials:

- APEC Nanjing Declaration: [PDF Here](#)
- APEC Kuala Lumpur Principles: [PDF Here](#)
- APEC Mexico City Principles: [PDF Here](#)
- Strategic Assessment of 2020 Commitments: [PDF Here](#)

Biography of Ms. Tricia Van Orden:



Tricia Van Orden serves as the Overseer of the *Business Ethics for APEC SMEs Initiative* and Deputy Director of the Trade Promotion Coordinating Committee (TPCC) Secretariat at the International Trade Administration (ITA) within the U.S. Department of Commerce. In this role, she coordinates trade promotion strategies across 20 federal agencies and among states and localities to better assist and to improve the competitiveness of U.S. exporters. With a focus on small business export promotion, Ms. Van Orden also serves as the U.S. delegate to the Asia-Pacific Economic Cooperation (APEC) Forum Small and Medium Enterprises Working Group. Previously, Ms. Van Orden worked at the Inter-American Development Bank, where she led training programs to increase the capacity of small businesses to access capital. She started her career as an aide in the U.S. Senate working on foreign affairs and international trade policies.

16:00-16:30: CLOSING SUMMATION AND LOOKING AHEAD