

### **3rd Meeting of the Inter-American Coalition for Business Ethics in the Medical Technology Sector (9 April 2018)**

The Coalition met in São Paulo, Brazil on 9 April for its third meeting. Nearly 40 representatives from 6 of the 10 countries represented on the Coalition were in attendance (Argentina, Brazil, Colombia, Ecuador, Mexico, United States) for a five hour working session. The agenda, participant list, meeting slide deck, as well as the readout from the 2<sup>nd</sup> Coalition meeting are attached. Outcomes from the 3<sup>rd</sup> Coalition meeting include:

- The release of a summary report (attached) of the first-ever assessment of medical technology industry association codes of ethics across the Americas, assessing success/gap indicators across four major code implementation areas: (1) governance, (2) alignment, (3) member enterprise adherence, and (4) external stakeholder engagement. The results of this assessment will inform the Coalition's future capacity-building activities.
- The Coalition's 2020 Action Plan was updated (attached). Coalition members are kindly asked to review and confirm this updated document by Friday, 18 May. It will then be considered finalized to inform the Coalition's next steps.
- The Coalition's industry associations agreed to conduct at least one annual ethics training for their member enterprises on the Bogota Principles and their codes. The Coalition also conducted breakout deliberations on country specific roadmaps to advance the Coalition's action plan. Coalition members are encouraged to share their country roadmaps / key goals with the Executive Committee and technical secretariat at their earliest convenience.
- The Coalition agreed to expand to additional (non-industry) stakeholders, such as healthcare professional groups and government authorities, with **each association to nominate five organizations** that the Executive Committee / technical secretariat should formally invite to join. Please submit these nominations at your earliest convenience (names of individuals / organizations and contact information, if available).
- Approval of the nomination of ADIMECH and APIS (both from Chile) to join the group, expanding the number of Coalition members to 17 national medical technology industry associations.
- Approval of a new Coalition logo, with a request that it be translated into Spanish. The Coalition also requested the development of a website this year.
- Agreement to enhance Coalition coordination with leading regional forums, such as the Summit of the Americas, Americas Competitiveness Forum, and APEC, among others. Recognition of the Coalition's work through these forums will be communicated by members within their countries, as the champions of country-specific roadmaps / goals. The Coalition technical secretariat will continue to stay focused at the regional level, while Coalition members lead action plan implementation at the national level.
- Continue to expand the Coalition to additional medical technology industry and distributor associations as they are identified, including in Central America.
- The 4<sup>th</sup> Coalition Meeting will be in Philadelphia, Pennsylvania (United States) on **Sunday, 23 September** just before the MedTech Conference on 24-26 September. Coalition members are encouraged to arrive on Saturday, 22 September. Please let us know at your earliest convenience if you plan to attend this meeting so we can ensure suitable space is reserved. Further information will be circulated in mid to late summer.

### **3<sup>rd</sup> CEO Summit of the Americas**

At the Summit of the Americas (12-14 April) – which convenes Heads of State and other government leaders from the Western Hemisphere every three years – the Coalition's objective was to bring political attention to and spur progress on business ethics and voluntary codes, including recognition of the Coalition. We secured high-level political support for this objective in the **Lima Commitment issued by Heads of State and Government of the Hemisphere**. On ethics, the Heads of State and Government

committed to “urging the private sector to develop codes of conduct” and “urging public and private enterprises to develop or implement integrity promotion programs and training programs at all levels”, as well as “encouraging the effective participation of the private sector in public policies to prevent and combat corruption”.

In addition, the Coalition secured broad business support in the ***recommendations tabled by the Americas Business Dialogue (ABD)*** to the assembled Heads of State and Government. [Action for Growth: Policy Recommendations and 2018-2021 Action Plan for Growth in the Americas](#) includes 42 recommendations and Number 5 is “Encourage the private sector to adopt comprehensive integrity mechanism, including codes of corporate conduct, accompanied by effective implementation and periodic reviews of compliance plans.” The ABD recommendations also reference the APEC Business Ethics Initiative as a case study for the Americas (page 39).

The Coalition also secured ***political support from four senior government officials, including at the ministerial level (such as U.S. Secretary of Commerce Wilbur Ross, Argentina Minister of Production Francisco Cabrera, Colombia Vice Minister of Commerce, Industry and Tourism Daniel Arango, and Executive Secretary of CAMEX Marcela Santos de Carvalho), and the President Luis Moreno of the Inter-American Development Bank (IDB)***, at a lunch and press session co-organized by AdvaMed/ALDIMED on 13 April. Business association leaders from Brazil and Colombia also participated. The Ministers congratulate the medical technology sector on forming the Coalition and encouraged its continued progress. They will serve as supporters in building the Coalition’s success, including invitations to have their organizations join the Coalition.

Immediate next steps for the Coalition that were requested from these Summit meetings:

1. Invite the four governments (United States, Argentina, Brazil, Colombia) and the IDB who attended the lunch and press session to become Coalition members, designating a liaison and helping recruit additional governments from the region to join the Coalition (in partnership with current Coalition members).
2. AdvaMed will meet with the IDB and the U.S. Department of Commerce to explore how the IDB can further support the Coalition (e.g., research, programming, communications). AdvaMed will also invite both the U.S. Department of Commerce and IDB to the next Coalition meeting in Philadelphia (23 – 26 September) to present on ideas and advancing our objectives.