



International
Federation of
Pharmaceutical
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News Release

APEC Endorsement of Principles for Industry Codes of Ethics Builds on IFPMA Global Code

Geneva, 14 November 2011– The International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) welcomes the decision taken at the Asia-Pacific Economic Cooperation CEO Summit to endorse “The Mexico City Principles for Voluntary Codes of Business Ethics in the Biopharmaceutical Sector”, often referred to as the “Mexico City Principles”. These principles are fully aligned with the IFPMA’s global [Code of Pharmaceutical Marketing Practices](#) which sets standards for ethical promotion of medicines. The IFPMA looks forward to the Mexico City Principles being adopted by all industry sectors on a voluntary basis within all 21 APEC countries.

“Ethical relationships with health care professionals are essential to the pharmaceutical industry’s mission in delivering the best quality care to patients. Our industry has been supportive of the APEC process since its conception as it raises awareness and demonstrates the value of partnerships between the pharmaceutical industry, governments and other key stakeholders,” said Eduardo Pisani, Director General of the IFPMA.

“The fact that more ethical business environments within the pharmaceutical sector are being accepted across the Asia Pacific region demonstrates how setting global standards as an industry can be a force for positive change. These principles will also provide a sound basis for further productive dialogue with our stakeholders, validating that collaborative efforts in this area are possible and that we all have a role to play in ensuring ethical business practices” said Russell Williams, President Rx&D Canada and Chair of the IFPMA Code Compliance Network.

(End)

[APEC Statement](#)

About the IFPMA:

IFPMA represents the research-based pharmaceutical companies and associations across the globe. The research-based pharmaceutical industry's 1.3 million employees research, develop and provide medicines and vaccines that improve the life of patients worldwide. Based in Geneva, IFPMA has official relations with the United Nations and contributes industry expertise to help the global health community find solutions that improve global health.

IFPMA manages global initiatives including: IFPMA [Developing World Health Partnerships](#) studies and identifies trends for the research-based pharmaceutical industry's long-term partnership programs to improve health in developing countries, IFPMA [Code of Pharmaceutical Marketing Practices](#) sets standards for ethical promotion of medicines, IFPMA [Clinical Trials Portal](#) helps patients and health professionals find out about on-going clinical trials and trial results.

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