<table>
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<th>AM Session</th>
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<td>7:30-8:00</td>
<td>Registration</td>
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| 8:00       | Introduction  
**Mr. Teodoro B. Padilla**  
PHAP Executive Director |
| 8:05       | Welcome Remarks  
**Hon. Kenneth Hartigan-Go, M.D.**  
*Director General*  
*Food and Drug Administration* |
| 8:20       | General Message  
**Dr. Julie Hall**  
*WHO Representative to the Philippines* |
| 8:40       | The Healthcare Industry as a Partner in Healthcare – Global Ethical Standards  
**Ms. Tamara Music**  
Manager, Code Compliance  
IFPMA, Geneva, Switzerland  
Panel Discussion: Key challenges and achievements in healthcare promotion and communication from various regional and national perspectives  
Moderator: **Dr. Arthur Catli**  
*PHAP Director* |
### Panel Presenters/Reactors:

- Mr. Reiner Gloor, PHAP Honorary Member
- Ms. Chrisoula Nikidis, Regional Executive Director, Rx&D Canada
- Ms. Sabrina Chan, Executive Director, HKAPI Hong Kong
- Mr. Jose Zamarriego, Director, Farmaindustria Spain

### Ethics in Business

**10:00**  
Mr. **Edgar O. Chua**  
*Country President*  
*Shell Companies in the Philippines*

### Ethics and the Media

**10:15**  
**Mr. Carlos Conde**  
*Trustee, Center for Media Freedom and Responsibility*

### Break

**10:30**

### The Role of Voluntary Codes in Facilitating Compliance and Ethical Behavior

**10:45**  
Dr. **Francisco Tranquilino**  
*Assistant to the Dean, University of the Philippines College of Medicine*

### The Value of Continuing Medical Education

**11:00**  
Mr. **Jose Zamarriego**  
*Farmaindustria Spain*

### Open Forum

**11:30**

### Synthesis

**11:45**

### Lunch Break – Press Briefing

**12:00**

#### PM Session

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<td>1:00</td>
<td>Multistakeholder Collaboration in Promoting Transparency and Ethics in Healthcare</td>
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|       | **Mr. Roberto Pagdanganan**  
|       | *Chairman, Medicines Transparency Alliance (MeTA) Philippines*                             |
| 1:30  | Ensuring Patient Welfare and Leveling the Playing Field: Adoption and Implementation of Mexico City Declaration |

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**Note:** The document contains a table with the schedule of panel presentations and discussions. Each entry details the title, presenter, and affiliation. The time slots range from 10:00 to 12:00 for the AM session and 1:00 to 1:30 for the PM session.
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| 2:00  | Dr. Kenneth Hartigan-Go  
*Director-General, Food and Drug Administration*  
Beyond APEC Mexico City Principles: Next Steps and Future Commitments  
Ms. Chrisoula Nikidis  
*Rx&D Canada*  
Working Together to Sustain the Advocacy |
| 2:30  | Moderator: Dr. Benito L. Teehankee  
*Professor*  
*College of Business Management and Organization Development*  
*De La Salle University*  
Panel Discussants: |
| 3:00  | Integrity & Proficiency Program for the Pharmaceutical Sector (IPPS) Video Presentation |
|       | **Panel Discussants:** |
Counsel of Adviser, Philippine Chamber of Pharmaceutical Industry |
|       | Dr. Maria Encarnita Limpin  
Chairman, Advocacy Committee, Philippine College of Physicians |
|       | Ms. Ana Maria R. Nemenzo  
National Coordinator, WomanHealth Philippines  
Executive Committee, Coalition for Health Advocacy and Transparency |
|       | Dr. Miguel L. Noche  
President, Professional Regulatory Commission – Board of Medicine |
|       | Dra. Nimfa Baria  
Chairman, Ethics Committee  
Philippine Medical Association |
| 4:00  | Open Forum |
| 4:30  | Synthesis  
**Dr. Benito Teehankee** |
| 4:45-5:00 | Closing Remarks  
**Mr. Thomas Weigold**  
*President, Pharmaceutical and Healthcare Association of the Philippines* |
|       | Program Host: **Ms. Jamela Alindogan**  
Broadcast Journalist  
Al-Jazeera Philippines |