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All Members' Meeting

An all members' meeting was held on 25th November to update members on various initiatives of the Hospital Authority (HA), the accomplishments and progress of the tasks undertaken by the Regulatory Affairs Taskforce, the Anti-counterfeit Taskforce, the Code of Practice Taskforce and the Medical Devices Taskforce. Over 80 representatives from our member companies attended the meeting.

Dr. Sian Ng started the meeting by explaining the meeting objectives and giving an overview of the agenda items to be covered. Ms. Phoebe Ho, HKAPI Vice President, then gave an update on the HA's Performance Management Scheme, Enterprise Resource Planning, review of stock plan and the provision of information on Drug Advisory Committee and review outcomes on HA's website.

Mr. Roe Shaha, Board of Directors, who also leads the Anti-counterfeit Taskforce, gave an account on recent initiatives taken by the Association in fighting against counterfeit medicine such as visit to Macao Customs, collaboration with the Consumer Council and HK Customs on naming of shops convicted of selling counterfeit drugs. A number of seminars were also organized jointly with the Customs and Excise Department over the past half year including training for court prosecutors and seminar on the identification of counterfeit medicine for frontline officers.

Last but not least, Ms. Sabrina Chan, Executive Director of HKAPI presented on the three focus areas working on by the Regulatory Affairs Taskforce, namely, change of registered particulars, product registration and product quality. She also talked about the educational support that the Association, with the help from its members, has been providing to the pharmacy school of HKU and CUHK. These supports include Clerkship, Internship and Mentorship programs as well as career talks.

- Macao's Briefing on Advertising of Pharmaceutical Products
- Policy Address 2011-12
- Seminar on Personal Data (Privacy) Amendment Bill
- CUHK Careers Fair 2011
- HKAPI Bowling Cup 2011
- Upcoming Event



Dr. Sian Ng, President of HKAPI, explained the objectives of the meeting and welcomed members' participation.



Ms. Phoebe Ho, Vice President of HKAPI, discussed the progress of various HA initiatives.



Mr. Roe Shahar, HKAPI Board of Directors, presented on the initiatives on anti-counterfeiting.



Ms. Sabrina Chan, HKAPI Executive Director, updated members on the regulatory issues undertaken by the Regulatory Affairs Taskforce.



Over 80 members attended the meeting.

HKAPI Graduation Ceremony 2011 (Click [here](#) for more photos)

This year, 53 medical representatives graduated from the HKAPI training program, all of them have successfully completed the course and passed the examination. Over half of the students obtained credits and Ms. Cherie Lam of Eli Lilly and Ms. Irene Leung of Kyowa Hakko Kirin obtained distinction. To honour their hard work and success in completing the course with good results, a graduation ceremony was held on 15th December. The Association invited Prof. Vincent Lee, Professor and Director, School of Pharmacy, CUHK and Prof. Ian Wong, Professor – Bachelor of Pharmacy, Medical School, HKU to present the certificates to the graduates and more importantly, to give them words of encouragement and share with them values which are important to a professional medical representative.



Our honourable guest: Prof. Vincent Lee, Professor and Director, School of Pharmacy, CUHK.



Our honourable guest: Prof. Ian Wong, Professor – Bachelor of Pharmacy, Medical School, HKU.



Dr. Sian Ng, HKAPI's President, congratulating the graduates on completing the course.



53 medical representatives completed the Certificate of Medical Representative course and graduated in 2011.

Editorial Board

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Ms. Cherie Lam graduated with distinction and received the certificate from Dr. Sian Ng.



Ms. Irene Leung graduated with distinction and received the certificate from Dr. Sian Ng.

Seminar on Identification of Counterfeit Drugs

On 16th December, the Customs and Excise Department organized a seminar on the Identification of Counterfeit Drugs and Counterfeit Goods for their frontline officers. HKAPI members were invited to present on the anti-counterfeit features of their pharmaceutical products, representatives from four member companies including GlaxoSmithKline, Eli Lilly, Pfizer and Roche, explained in details the types of anti-counterfeit features that have been incorporated into the packing of their products and provide other useful information on the manufacturing site, supply chain that can facilitate frontline officers in their inspection work.



Mr. Stephen Hawgood, Corporate Asset Protection and Compliance Officer of Eli Lilly.



Ms. Annette Chiu, Regulatory and Medical Affairs Director of GlaxoSmithKline.



Mr. Gary Cheung, Senior Product Manager of Pfizer



Ms. Tina Chan, Regulatory Affairs Manager of Roche.

Prosecutors' Training: Talk on Counterfeit Medicines

The Customs and Excise Department organized a talk on Counterfeit Medicines for the court prosecutors on 18th November and invited HKAPI to present on the supply chain of Western medicine in Hong Kong and the adverse effects of counterfeit medicine on users. Mr. Roe Shahar, Board of Directors and Prof. Ian Wong from the University of Hong Kong spoke on the two topics respectively. It is stressed that selling counterfeit drugs is by no means an innocent offence and the penalty imposed on counterfeiters has been low in view of the serious impact of counterfeit medicine on public's health.

Drug Office of the Department of Health

The Drug Office of the Department of Health was established in September following the recommendation from the Review Committee on Regulation of Pharmaceutical Products in Hong Kong. The Association is very glad to have Dr. Heston Kwong, Assistant Director (Drug) to introduce the organization structure of the Drug Office, the key responsibilities for each division as well as the team to our members. HKAPI and our member companies look forward to the continued partnership with the Drug Office in ensuring public health through providing access to quality and effective drugs.

Briefing on Additional Import and Export Licensing Conditions

The Department of Health is considering imposing additional licensing conditions on the import licence of unregistered pharmaceutical products declared for re-export and a briefing session was organized on 21st December to update the industry on the progress of the electronic licensing system, its added features and the timeline for implementation. (Please click [here](#) for the presentation slides)

Macau's Briefing on the Advertising of Pharmaceutical Products

On 10th November, the Department of Pharmaceutical Affairs, Health Bureau of Macao organized a briefing on the laws and regulations governing the advertising of medicine, in particular, prescription drugs and medical device for the industry. Mr. Ivan Ng, Chief of Division of Pharmacovigilance & Pharmacoeconomics, Health Bureau of Macao and his team explained in details the related regulations, the application and approval procedure for medicine advertisements and the Guidelines for the import and supply of pharmaceutical products for exhibition.

Policy Address 2011-12

The [2011-2012 Policy Address](#) was delivered on 12th October. Key policy proposals in the areas of public healthcare, medical services, and testing and certification are summarized below:

Healthcare Policy

Following the public consultation on healthcare, the preparation work for the introduction of a government-regulated voluntary Health Protection Scheme (HPS) to promote private healthcare reform will begin, which includes operational details such as the supervisory and institutional frameworks and financial incentives to be funded by the \$50 billion set aside for healthcare reform. Healthcare manpower planning and professional development will also be reviewed to ensure an adequate supply of healthcare personnel to meet future needs, and to raise professional standards. Third, market transparency and develop supporting facilities will be enhanced. These three tasks are expected to complete in the first half of 2013 and then proceed with the necessary legislative process.

Additional Resources to Improve Healthcare Services

The amount of recurrent funding allocated to the Hospital Authority has increased significantly by nearly 25%, from \$29 billion in 2007 to \$36 billion in 2011. An additional \$2.6 billion has been allocated to buy and upgrade equipment.

Upgrading Services and Facilities

The Hospital Authority (HA) will increase the number of neonatal intensive care beds by 10% in five hospital clusters. It will also enhance haemodialysis services for end-stage renal disease patients, and magnetic resonance imaging and computerised tomography scanning services for the diagnosis of critical illnesses. The Case Management Programme will be extended to four more districts to provide support for people with severe mental illness, and HA will expand the coverage of the Drug Formulary to provide more drugs with higher efficacy.

The Tin Shui Wai Hospital is under active planning, North Lantau Hospital and the expansion of Tseung Kwan O Hospital will be completed in late 2012 and in 2013 respectively. The paediatric medical centre at Kai Tak will be completed in 2016 and preparation for the expansion of the United Christian Hospital is underway.

Four sites have been reserved for private hospital development and two of them will be put up for tender in the first quarter of 2012. Conditions covering the scope of service, service level and price transparency will be attached to the development of private hospitals to ensure that their services meet public needs.

Primary Care Services

The Government has allocated over \$5.3 billion since 2008 to enhance primary care services. In the coming year, measures such as extending the Elderly Health Care Voucher Pilot Scheme and doubling the voucher value, as well as opening a community health centre in Tin Shui Wai will be implemented. Pilot projects will be jointly carried out with voluntary agencies to provide health screening services for the elderly to enhance preventive care.

Manpower Training

There will be an upsurge in the demand for healthcare personnel. For the three years starting from 2012, the Government will allocate \$200 million to increase the number of first-year first-degree places in medicine by 100, nursing by 40 and allied health professions by 146. Extra places will be offered by self-financing post-secondary institutions to train more nurses.

Strengthening Healthcare Services

To cope with demographic changes and the needs of elderly people, the Government will allocate additional funds to enhance public healthcare services such as cataract removal, haemodialysis, joint replacement and mental health services.

Medical Support in the Mainland

The liberalisation measures for the medical sector under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) allow Hong Kong medical practitioners to practise or set up clinics or hospitals in the Mainland. The first hospital jointly established by the University of Hong Kong and the Shenzhen authorities will come into operation early next year. The Government will continue to strengthen co-operation between hospitals in HK and the Mainland, and negotiate with the Mainland measures to streamline the formalities for setting up clinics and hospitals there.

Testing and Certification

The Government will implement the three-year development plan for the testing and certification industry to enhance its overall competitiveness. New services in four selected trades, namely, Chinese medicine, construction materials, food and jewellery will be developed. Also, agreement of the Central Government to expand the scope of the pilot scheme for Hong Kong testing organisations to undertake product testing for the China Compulsory Certification System have been secured.

Seminar on Personal Data (Privacy) Amendment Bill

The Personal Data (Privacy) Amendment Bill was gazetted on 8th July 2011 following a consultation paper on the introduction of a Data User Return Scheme in Hong Kong. On

24th November, HKAPI Associate Member, Hogan Lovells, organized a seminar on Personal Data (Privacy) Amendment Bill with a particular focus on the implications of the new requirements in relation to direct marketing, transfer of personal data for the pharmaceutical industry.

Ms. Gabriela Kennedy, Partner of Hogan Lovells, first gave an overview of the Amendment Bill, and Ms. Heidi Gleeson, Registered Foreign Lawyer, talked about the Octopus case which is one of the key drivers of the changes to the Data Protection Law. In the second part of the seminar, the requirements and implications of the Guidance Note on the Collection and Use of Personal Data in Direct Marketing, Transfer of Personal Data as well as the Data User Return Scheme were discussed in details.

CUHK Careers Fair 2011

The Chinese University of Hong Kong Careers Fair 2011 took place on the 24-25th October and two member companies, Baxter Healthcare and Sanofi Hong Kong participated in this event jointly with the Association. Our member companies introduced to the students the company profile as well as the various job positions available for university graduates.



Representative from Baxter Healthcare at the CUHK Careers Fair



Representative from Sanofi Hong Kong at the CUHK Careers Fair

HKAPI Bowling Cup 2011 (Click [here](#) for more photos)

This year the annual HKAPI Bowling Cup was held on 11th November and received great support from members. A total of 19 teams competed for the championship as well as the individual award in the men's and women's division.

After three rounds of exciting games, MSD (Team B) took the overall team championship with a record high score of 2733, GSK and Sanofi (Team A) was the 1st Runner up and 2nd Runner respectively.

In the Men's division, Mr. Jonan Kwong from MSD won the championship for the third consecutive year. In the women's division, the championship went to Ms. Doris Fung from MSD. About 180 members joined the event and spent a great evening cheering for their colleagues and enjoying the exciting tournament.

Results of the Bowling Cup

Men's Division

Champion: Jonan Kwong, MSD

1st Runner up: Victor Wong, Medinova

2nd Runner up: Richie Leung, LF Asia

Women's Division

Champion: Doris Fung MSD

1st Runner up: Norris Mak, MSD

2nd Runner up: Alice Leung, AstraZeneca



Dr. Grace Lau, HKAPI Board of Directors, presenting the award to the Team's Champion of 2011, MSD (Team B).



The three winning teams of 2011 HKAPI Bowling Cup: Champion: MSD (Team B),
1st Runner-up: GSK (Team A),
2nd Runner-up: Sanofi (Team A)



Ms. Sabrina Chan, HKAPI Executive Director, presenting the prize to Men's Champion, Mr. Jonan Kwong of MSD.



Dr. Grace Lau, HKAPI Board of Directors presenting the prize to Women's Champion, Ms. Doris Fung of MSD.

Upcoming Event

HKAPI Annual Dinner

The 43rd HKAPI Annual Dinner will be held on 19th January, 2012. This year, we are very delighted to have Dr. York Chow, Permanent Secretary Food and Health as our guest of honour.

Details of the Annual Dinner are as follows:

Date: 19th January 2012

Time: 6:45 pm - 10:00 pm

Venue: Salon 1-5 (Level 3), JW Marriott Hotel Hong Kong

For enquires and RSVP: Please contact Ms. Idy Wong at info@hkapi.hk

Luncheon with Meetings & Exhibitions Hong Kong (MEHK)

Meetings & Exhibitions Hong Kong (MEHK) Office of the Hong Kong Tourism Board is going to host a luncheon in February with HKAPI members to introduce to our member companies the support they can provide for organizing international conferences in Hong Kong. Details on the date and venue of the luncheon will be circulated to members in due course.
