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Extraordinary General Meeting on HKAPI Code of Practice

In light of the changing laws and regulations, code of practice adopted by other professional bodies, as well as company policies and business practices, HKAPI has set up a Taskforce to review its Code of Practice to make it relevant to the changing market environment. A number of changes were proposed by the Taskforce and after the Board reviewed these changes, an Extraordinary General Meeting was held on 30th November to discuss and vote for the amendments.

HKAPI President Dr. Sian Ng stressed the importance of maintaining a high ethical standard and it is the industry's responsibility to ensure that all our business activities fulfill the provisions stipulated in our Code of Practice.

Ms. Sabrina Chan, Executive Director of HKAPI went through each proposed amendments one by one for members' approval. Taskforce members Ms. Annette Chiu and Ms. Isabella Liu, were invited to provide more details on the rationale of some of the major revisions and clarify members' questions. All the proposed amendments were approved and the revised Code of Practice will be effective in April, 2013.

Mr. Roe Shahr, Vice Present of the Association thanked the Taskforce members for their effort in revising the Code and thanked our members for their participation and more importantly their commitment in adopting the Code in their business practices. The Association will continue to promote the Code internally and externally among our stakeholders.

- HKAPI Bowling Cup 2012
- CUHK School of Pharmacy 20th Anniversary Dinner
- New HKAPI members (Oct – Dec)
- Upcoming Event



Dr. Sian Ng, President of HKAPI, explained the objectives of the Extraordinary General Meeting.



Mr. Roe Shahar, HKAPI Vice President, thanked members' participation.



Ms. Sabrina Chan, HKAPI Executive Director, went through the proposed amendments with members.



Member of the Code of Practice Taskforce: Ms. Annette Chiu from GSK.



Ms. Isabella Liu, HKAPI honorary legal advisor and member of the Code of Practice Taskforce.



23 member companies attended the EGM.

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Health Services Panel Meeting on Regulation of Medical Beauty Treatments/Procedures

The Legislative Council Panel on Health Services held a special meeting on 27th November 2012 to discuss the regulation of medical beauty treatments/procedures following the medical beauty incident that leads to one death and three other

seriously infected patients after receiving intravascular infusions at a beauty treatment centre. HKAPI was invited to submit a [position paper](#) and Ms. Sabrina Chan, Executive Director presented our views on behalf of the Association.

HKAPI agrees that there should be a clear distinction between medical treatments and beauty treatments based on scientific evidence, and the treatments must be carried out by appropriately qualified practitioners in regulated premises. Doctors and aestheticians should follow their Code of Professional Conduct and explain clearly the treatment procedures, products involved and the risks of such treatment and obtain the informed consent from patients. Also, the Government should increase public awareness on beauty products, treatment procedures and the associated risks.

The Association thinks it is equally important to include the quality of the products used for medical beauty treatment in the scope of the regulation. All injectable products used for invasive treatments should be classified as either pharmaceuticals or medical devices and should be regulated accordingly.

The statutory regulation on medical device should be expedited in order to effectively monitor the safety and quality of medical devices, in particularly, to track and trace and monitor any users' adverse reaction for high risk products through comprehensive sales records.

HKAPI Graduation Ceremony 2012 (Click [here](#) for more photos)

2012 marks the 25th year for the HKAPI to provide certificate training course to medical representatives of our member companies, we have trained over 1000 representatives during the past two and a half decades. For this year, 64 students have successfully completed the course and passed the examination. One-third of the students obtained credits with Ms. Wong Ching Yee of Allergan graduated with distinction. A graduation ceremony was held on 14th December to honour their hard work and good results. The Association invited Ms. Linda Woo, Assistant Director (Drug), Department of Health and Ms. Anna Lee, Chief Pharmacist, Hospital Authority to present the certificates to the graduates as well as to give a speech to congratulate them and share with them values which are important to a professional medical representative.



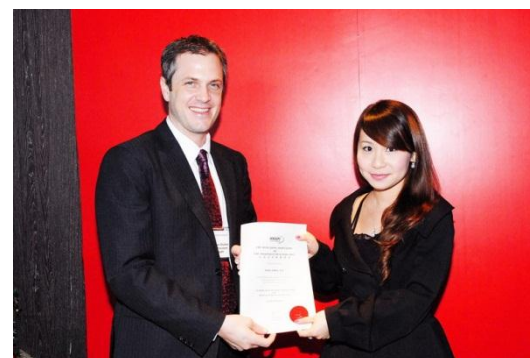
Our honourable guest: Ms. Linda Woo, Assistant Director (Drug), Department of Health.



Our honourable guest: Ms. Anna Lee, Chief Pharmacist, Hospital Authority.



Mr. Roe Shahar, HKAPI's Vice President, congratulating the graduates on their achievement.



Ms. Wong Ching Yee of Allergan graduated with distinction and received the certificate from Mr. Roe Shahar.



64 medical representatives graduated from this year's Certificate of Medical Representative course.

Sharing session with the Drug Office on Biosimilars

On 5th November, HKAPI organized a sharing session with the Drug Office on Biosimilars. Dr. Freddy Faccin, Associate Medical Director – Rheumatology of Abbott was invited to discuss the key issues involved in the development, registration and post-marketing of biosimilars. Given the complex manufacturing process of

biologicals, it is very difficult to determine if two biologic products are identical, a cautious approach in the registration process is recommended. Regulations and guidelines from overseas authorities on data requirements, indication extrapolation, interchangeability and substitution were presented.



Dr. Freddy Faccin (Fourth from the left) shared with the Drug Office key aspects in the registration and post-marketing of biosimilars.

Briefing on Undesirable Medical Advertisements (Amendment) Ordinance

The Drug Office of the Department of Health organized a briefing on the Undesirable Medical Advertisements (Amendment) Ordinance to HKAPI members on 19th December. While the provisions related to amendments in Schedule 1 and 2 have already been implemented since January 2006, the provisions related to the control of health claims of orally consumed products in Schedule 4 are enacted in 1st June 2012. Mr. Kelvin Cheung, Senior Pharmacist from the Drug Office and his team explained in details the definition of advertisement, orally consumed products and more importantly the prohibited and restricted claims in Schedules 1, 2 and 4. Queries from members were clarified during the Q&A session. About 90 members attended the meeting.

HKAPI Bowling Cup 2012 (Click [here](#) for more photos)

This year the annual HKAPI Bowling Cup was held on 2nd November and received great support from members. A total of 21 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 high score of 2469, Sanofi (Team A) and Pfizer (Team A) was

the 1st Runner up and 2nd Runner respectively.

In the Men's division, Mr. Joseph Chou of Sanofi won the championship with a record high score of 289. In the women's division, the championship went to Ms. Doris Fung of MSD, who won the prize in two consecutive years. About 180 members joined the event and had a great evening enjoying the exciting tournament with their colleagues.

Results of the Bowling Cup

Men's Division

Champion: Joseph Chou, Sanofi

1st Runner up: Jonan Kwong, MSD

2nd Runner up: Keith Lai, Sanofi

Women's Division

Champion: Doris Fung, MSD

1st Runner up: Tracy Ng, LF Asia

2nd Runner up: May Ng, Merck Pharma



Dr. Sian Ng, HKAPI President (left) and Ms. Dora Mo, Board of Directors, kicked start the competition.



The Team's Champion goes to MSD (Team B), Ms. Sabrina Chan, HKAPI Executive Director, presented the award to the team.



Ms. Dora Mo, HKAPI Board of Directors, presented the prize to Men's Champion, Mr. Joseph Chou of Sanofi.



Mr. Alvin Yum of Kyowa Hakko Kirin presented the prize to Women's Champion, Ms. Doris Fung of MSD.



21 teams competed for the championship in the Bowling Cup this year.

CUHK School of Pharmacy 20th Anniversary Dinner

Ms. Sabrina Chan, Executive Director of HKAPI attended the 20th Anniversary Dinner cum White Coat Ceremony of the School of Pharmacy of the Chinese University of Hong Kong. Over the past 20 years, the School of Pharmacy has trained more than 530 pharmacists.



New HKAPI Members (Oct - Dec)

HKAPI is pleased to welcome [Mundipharma Hong Kong Limited](#) and [Zuellig Pharma Limited](#), who joined as Full and Associate Member respectively in Oct-Dec 2012.

Mundipharma Hong Kong Limited

Mundipharma and its Independent Associated Companies are private-owned pharmaceutical companies with strong global presence. Our analgesic portfolio focuses on treatment of chronic moderate to severe pain caused by cancer and non-malignant conditions. We have

always aimed to improve patients' quality of life by offering relief from pain and symptoms that cause suffering and disability, and we understand fully that managing pain and disease means taking care of a patient's life. We specialize in drug-delivery systems and these are applied to our range of analgesics and respiratory treatments. We also have antiseptic products and we are starting to establish our presence in oncology market.

Zuellig Pharma Limited

Established in 1922, Zuellig Pharma is the leading healthcare services provider in Asia with operations in 13 countries. The company provides targeted solutions including distribution of pharmaceuticals, medical devices and clinical trial materials, sales and marketing outsourcing, patient-centered programs, and a full range of retail pharmacy services. Through this broad range of innovative tailored services, the company's objective is to help healthcare companies capture and realize the full market potential of the dynamic healthcare markets in Asia.

Privately held and headquartered in Hong Kong, Zuellig Pharma employs 10,000 people and serves over 290,000 doctors, hospitals, pharmacies and clinics across Asia. More information about the company in Hong Kong can be found at www.zuelligpharma.com

Upcoming Event

HKAPI Annual Dinner

The 44th HKAPI Annual Dinner will be held on 8th January, 2013. This year, we are very delighted to have Dr. Ko Wing-man, Secretary for Food and Health as our guest of honour.

Details of the Annual Dinner are as follows:

Date: 8th January 2013

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
