



Ministry of Industry and Primary Resources

## **WELCOMING REMARKS**

**Yang Berhormat Pehin Orang Kaya Seri Utama Dato  
Seri Setia Awang Haji Yahya Bin Begawan Mudim  
Dato Paduka Haji Bakar  
Minister of Industry and Primary Resources  
Brunei Darussalam**

**WELCOME RECEPTION OF  
'THE APEC WORKSHOP TO DRAFT VOLUNTARY  
CODES OF BUSINESS ETHICS FOR THE MEDICAL  
DEVICE SECTOR'**

**Sunday, 22<sup>nd</sup> April, 2012  
The Empire Hotel & Country Club, Brunei Darussalam**

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BISMILLAHIR RAHMAN NIRRAHIM

Dr. Robert Sun-Quae Lai, the 34<sup>th</sup> APEC Small and Medium Enterprises Working Group Meeting Chair,

Mr. Christopher White, the Executive Vice President, General Counsel and Secretary of The Advanced Medical Technology Association (AdvaMed),

Ms. Lynn Costa, Senior Trade Development Advisor, United States Department of Commerce, as workshop coordinator,

Permanent Secretary and Deputy Permanent Secretaries, Ministry of Industry and Primary Resources,

Distinguished Workshop Participants from the APEC Member Economies,

**Ladies and gentlemen:**

First and foremost, praises be to Allah [the Almighty] for His gracious blessings in allowing us to gather at this Welcome Reception for The APEC Workshop to Draft Voluntary Codes of Business Ethics for The Medical Device Sector which is being held here at the Empire Hotel & Country Club, Brunei Darussalam.

And on behalf of the Government of His Majesty the Sultan and Yang Di-Pertuan of Brunei Darussalam, it is my great pleasure as the Host Country of the 34<sup>th</sup> APEC SMEWG Meeting to welcome you all to Brunei Darussalam. “Selamat Datang” to *the Abode of Peace and the Green Heart of Borneo*. I particularly extend a warm welcome to our foreign delegates. You have travelled long distances to be here and continue APEC’s important work on SME related issues such as business ethics. It is my hope that your stay in my country will not only be pleasant, memorable but also productive.

**Ladies and Gentlemen:**

I am indeed appreciative of the invitation extended to me by the APEC SME Working Group to this evening’s reception for the workshop participants and resource persons. All of us recognise the significance of the workshop towards establishing codes of business ethics in industries across APEC economies. While trade

among APEC economies continues to grow, there is a realization that ethical business practices are needed to sustain and expand trade in APEC. The workshop will certainly contribute towards improving understanding ethical business codes and facilitate better alignment of industry practices across APEC economies.

I was made to understand that this workshop is part of a Multi Year project on Code of Business Ethics under one of the six priority areas of the APEC SMEWG Strategic Plan 2009-2012. As a project under the area of 'Business Environment, Market Access and Internationalization' that aims to "Establish Open and Transparent Business Environments for Small and Medium Enterprises", this initiative support the Action Plan in the APEC Leaders' Growth Strategy in "fighting corruption and improving governance and transparency". I would say that the workshop is a follow-up from the outcome of last year's 18<sup>th</sup> APEC SME Ministerial meetings in Montana, United States. In that meeting, my colleagues and I endorsed the "The

Kuala Lumpur Principles - Medical Device Sector Codes of Ethics”. Brunei was also privileged to be one of the 12 co-sponsoring APEC economies to implement The Kuala Lumpur Principles, which was led by the United States.

I am therefore pleased to witness that words on paper are being turned to action. I understand you will begin two days of challenging work tomorrow. In saying that, I realize that improving the business ethics environment requires the full cooperation and support of governments, the business/industry players and consumers. Each of these stakeholders has divergent interests that need to be reconciled.

It is thus my hope that by keeping an open mind and maintaining an atmosphere of partnership, workshop participants and mentors will remain committed to working together for successful formulation of a draft voluntary code of business ethics in the medical devices sector. And I look forward to seeing the

alignment of business ethics practices across the APEC region that can help small and medium-sized companies operate more efficiently and ethically in growing and expanding their business internationally and globally.

### **Ladies and Gentlemen:**

Brunei Darussalam's support for this work on developing codes of business ethics comes from our own commitment to develop SMEs. Noting the importance of SMEs in our future economic growth, we have placed SME Development as one of the nation's primary focus areas in the National Development Plan, which is also in line with Brunei's Vision 2035.

In the context code of business ethics, one of the key objectives in developing our SMEs is to produce credible and socially responsible entrepreneurs. In doing so, His Majesty himself has advised entrepreneurs to be trustworthy when he said during

last year's Eid Mubarak (Hari Raya Aidilfitri) celebrations of the Sultan Haji Hassanal Bolkiah Foundation:

*"In carrying out any business or venture, this attribute (trustworthiness) is very important. Without it the business or venture can encounter many problems"*

His Majesty also added;

*"For SMEs, what is important is for them to fulfill their obligations to their clients". It also means that the operation of their business is suci (pure) as outlined by syariah (Islamic Laws).*

### **Ladies and Gentlemen:**

On a more general context, we, in the Ministry of Industry and Primary Resources in collaboration with agencies and stakeholders responsible for developing

SMEs, are working together to formulate better SME policies, new innovative support programs for SMEs, more efficient procedures and strategically ambitious performance indicators that will reflect their contribution in the national economy,

We therefore have declared 2010-2020 as the Decade to Spur SME Development in Brunei Darussalam. This is to realize our aspirations of continued growth of our SMEs and an increase in the number and quality of SMEs penetrating the regional, international or global markets.

**Ladies and Gentlemen:**

Noting that the “medical device industry covers a wide spectrum of products used in the treatment of patients, including cardiovascular devices, dental equipment, diagnostic devices, medical equipment and supplies, ophthalmic devices, orthopaedic devices, respiratory devices and surgical equipment”, I believe that this



sector offers a lot of business opportunities for our SMEs . According to a short article published by Report Linker, the value of global medical device industry in 2010 was US\$ 164 billion. This is expected to 'hit US\$ 228 billion in 2015'.

It is encouraging to note that some of the leading producers of medical devices globally are APEC member economies [such as the USA, Canada, China, Japan, Korea and Chinese Taipei]. It is also encouraging to note that SMEs have traditionally played a crucial role in the development of new products in the biotech and medical device industry. These SME firms, due to their quick adaptability; ability to identify market niches and considerable innovative potential form an important component of the healthcare industry worldwide.'

Thus, I am indeed inspired by the prospects that APEC's work on medical devices will complement our own efforts at developing a health and wellness industry

in the country. In pursuing that objective, we realise that foreign direct investments are required to jumpstart the sector. I therefore take this opportunity to seek the support of delegates and participants of the workshop to share what Brunei Darussalam can offer to foreign investors in this sector.

### **Ladies and Gentlemen:**

To conclude my remarks, allow me to congratulate the APEC SME Working Group for their continuous commitment and support to this important work. I would also like to congratulate Dr. Robert Lai for his excellent leadership as APEC SME Working Group Chair and I also commend APEC member economies that have stepped up to lead this effort – the United States, Malaysia, Mexico, and Vietnam among others.

I particularly express my sincere thanks to the United States of America, the project overseer, for holding this workshop in Brunei Darussalam. I also take this

opportunity to thank the Medical Technology Association of Australia for sponsoring this evening's event.

Last, but not least, I would also like to acknowledge the commitment and support of Ms. Fauziah Dato Seri Paduka Hj Talib for her leadership in serving the APEC Business Advisory Council, Brunei Darussalam. She is a voice for Brunei SMEs and a champion on the need to improve the business ethics environment in the country.

Again, on behalf of the Government of Brunei Darussalam, I would like to reiterate my thanks to all of you for your continuous commitment in improving the business ethics environment not only in your home economies – but in the APEC region as a whole. I personally thank each of you for taking time away from your busy schedules and roll up your sleeves to undertake the hard work at hand. With your deep business ethics expertise, together you have the ability

to craft a better, stronger, more ethical environment for the APEC region.

Brunei Darussalam remains highly committed to this initiative and is excited by the potential of what we can achieve together. His Majesty's government looks forward to receiving official reports of your progress through the regular gatherings of APEC SME Ministers, the next one being in Saint Petersburg, Russia this coming August. You can be assured of Brunei Darussalam's support in this important endeavour.

On that note, I wish you all a productive and fruitful deliberation during the 2-day workshop.

Thank you.

**WABILLAHITAUFIK WALHIDAYAH,  
WASALAMUALAIKUM WARAHMAATULLAHI  
WABARAKATUH.**