



# EUROPEAN GENERIC MEDICINES ASSOCIATION

## 15<sup>th</sup> EGA Annual Conference Generic Medicines Enhancing Pharmaceutical Competition and Ensuring Healthcare Sustainability

### 3 - 5 June 2009

Hotel Rey Juan Carlos I, Barcelona, Spain

#### WEDNESDAY 3 JUNE 2009

- 09:00 - 17:00 Pre-conference Seminar “Worldwide Generics in a Changing Climate”  
(only for delegates who have registered separately)  
Organised by Greenblum & Bernstein
- 19:00 - 21:00 CONFERENCE REGISTRATION & WELCOME COCKTAIL - Hotel Rey Juan Carlos I  
Dress code: casual/smart

#### THURSDAY 4 JUNE 2009

- 08:00 - 09:00 NETWORKING WELCOME COFFEE - Conference Foyer
- 09:00 - 09:10 WELCOME ADDRESS  
Eric Gorka, President, EGA
- 09:10 - 09:20 OPENING ADDRESS: THE AGENDA FOR SUSTAINABLE GENERIC COMPETITION IN EUROPE  
Greg Perry, Director General, EGA
- 09:20 - 10:45 **SESSION 1 - GENERIC MEDICINES CONTRIBUTION TO SUSTAINABLE HEALTHCARE**  
Chair: Eric Gorka, President, EGA
- KEY NOTE SPEECH: The “Health Pact” in Spain: the Rationalisation of  
Pharmaceutical Expenditure and How it Affects the Autonomous Communities**  
José Martínez Olmos, Secretary General, Spanish Ministry Health and Consumers
- The Role of Generic Medicines in Spain**  
Raúl Díaz-Varela, President of the Spanish Generic Medicines Association (AESEG)  
and CEO Kern Pharma
- Generic Medicines Contribution to the Spanish Autonomous Health System**  
Aurea Bordóns Ruiz, Director General of Health Assistance, Andalusian Health Service  
José E. Clérigues Belloch, Director General of Pharmacy and Sanitary Products,  
Health Agency of Valencia  
Antoni Gilabert i Perramon, Director Office of Pharmaceutical Assistance and  
Complementary Services, Catalanian Regional Health Service
- Panel Discussion with Questions & Answers**
- 10:45 - 11:15 NETWORKING COFFEE BREAK - Conference Foyer

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11:15 - 13:00

### SESSION 2 - A NEW LEGISLATIVE ENVIRONMENT FOR GENERIC COMPETITION?

Chair: Greg Perry, Director General, EGA

**The EU Commission Pharmaceutical Sector Inquiry. Will this Reduce Barriers to Generic Competition and Open the EU Pharmaceutical Market to New Competitive Forces?**

Irmfried Schwimann, Director DG Competition, European Commission

**The EU's New "Pharmapackage" - Why, When and How Should Generic Medicines Companies Prepare for the new Legislative Environment Impacting the Pharmaceutical Sector. What Measures Could Be Included in the EU Generic Action Plan?**

Georgette Lalis, Director DG ENTR/f Consumer Goods, European Commission

**View Point of the Generic Medicines Industry**

Rory O'Riordan, Vice President, EGA

**Questions & Answers**

13:00 - 14:30

NETWORKING BUFFET LUNCH

14:30 - 16:30

### SESSION 3 - EU MARKET DEVELOPMENTS AND THE IMPACT ON GENERIC COMPETITION AND MARKET PENETRATION

Chair: Frank Bongers, Chair of the Health Economics Committee, EGA

**Launch of the EGA Report - Enhancing Generic Medicines Penetration in the European Markets - Key Findings and Conclusions**

Frank Bongers, Chair of the Health Economics Committee, EGA

**Overview of the Key Developments in the European Markets and Current Trends**

Hugo Carradinha, Senior Manager Health Economics Affairs, EGA

**The second part of the session will assess how recent measures from governments are impacting the pricing and reimbursement systems (such as tendering and similar systems), generic dispensing and generic prescription in specific EU countries.**

Panel Presentations and Discussion by Directors of National Generic Medicines Associations:

Joris Van Assche (FeBelGen - Belgium), Pascal Briere (GEMME - France), Thomas Porstner (Pro Generika - Germany), Michele Uda (Assogenerici - Italy), Frank Bongers (BOGIN - Netherlands), Cezary Sledziewski (PZPPF - Poland), Kenneth Nyblom (FGL - Sweden), Warwick Smith (BGMA - UK)

16:30 - 16:45

**Panel Discussion with Questions & Answers**

CLOSURE OF THE DAY by Greg Perry

16:45 - 17:15

END-OF-DAY NETWORKING COFFEE - Conference Foyer

19:30 - 24:00

CONFERENCE DINNER & BEACH PARTY sponsored by

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**FRIDAY 5 JUNE 2009**

- 08:00 - 09:00 NETWORKING COFFEE - Conference Foyer
- 09:00 - 10:30 **SESSION 4 - IDENTIFYING KEY MARKET DEVELOPMENTS IN THE GENERIC PHARMACEUTICAL SECTOR**  
Chair: Eric Gorka, President, EGA
- Current and Future Status of the European Generic Market**  
Alan Sheppard, Global Head Generics, IMS Health
- Patent Expiries and Lifecycle Management - What Should Generic Medicines Companies Expect over the Next 5 Years?**  
Peter Burema, Managing Director Anneville Healthcare Consultancy & former President Ranbaxy Global Pharmaceutical Business
- How are investors seeing the pharmaceutical market in the current financial climate?**  
Rupert Hill, Managing Director Head of EMEA Healthcare, Merrill Lynch International
- Questions & Answers**
- 10:30 - 11:00 NETWORKING COFFEE BREAK - Conference Foyer
- 11:00 - 12:30 **SESSION 5 - NEW MARKET OPPORTUNITIES FOR GENERIC PRODUCERS AND SUPPLIERS**  
Chair: Greg Perry, Director General EGA
- Russia, Ukraine:** Serge Scotto, Regional Director Russia CIS and Balkans, IMS Health
- Middle East:** Lina Owais, Deputy General Director, Jordanian Association of Pharm. Manufacturers
- North Africa (Morocco, Algeria and Tunisia):** Khalid El Attaoui, Director General, Tecnimede Maroc
- 12:45 - 14:15 **SESSION 6 - CEO PANEL AND DISCUSSION - TRENDS AND FUTURE MARKET ENVIRONMENT IN THE EUROPEAN GENERIC MEDICINES INDUSTRY**  
**This session will hear from European CEOs of world leading generic medicines companies on the future of the European generic medicines industry, including the future impact of the current world economic situation on the industry.**  
Chair: Andrew Jack, Pharmaceuticals Correspondent, Financial Times
- Sigurdur Oli Olafsson, CEO, Actavis  
Didier Barret, President EMEA Mylan & President Mylan France SAS  
Nick Haggart, Head Commercial Operations Western Europe, Sandoz  
Gerard WM van Odijk, President & CEO, TEVA Pharmaceuticals Europe
- Questions & Answers**
- 14:15 - 14:20 CLOSURE OF THE CONFERENCE by Greg Perry
- 14:20 - 16:00 NETWORKING BUFFET LUNCH



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For further information and to register on-line, please visit:

[www.gpaconferences.com](http://www.gpaconferences.com) or [www.egagenerics.com](http://www.egagenerics.com)

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Registrations close officially on 20 May 2009 & are subject to availability

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