



Making Medicines Affordable

PRESS RELEASE

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EGA CALLS FOR SINGLE MARKET MEASURES TO REMOVE BARRIERS TO GENERIC MEDICINES

The 5th Bruges European Business Conference, hosted by the College of Europe, brought together European political and business leaders to discuss the main challenges and opportunities of the new cycle opening up with the upcoming elections of the European Parliament and the new Commission. The conference had a plenary session on how to foster growth in the EU, stimulate European recovery and face challenges on EU integration as well as three workshops on Internal Market & Regulation, Innovation & Growth, and Trade & Globalisation.

The conference participants included representatives from the European institutions, national governments and academia, as well as business leaders from all the industrial sectors. Prominent speakers included Dr. Wolfgang Schäuble, German Minister of Finance, Prof. Mario Monti, former European Commissioner and Italian Prime Minister, and Sir Graham Watson, MEP & President of the Alliance of Liberals and Democrats for Europe Party (ALDE).

EGA Director General Adrian van den Hoven, while presenting the main priorities for progress in the pharmaceutical sector during the workshop on Internal Market & Regulation, highlighted the importance of creating a pro-competitive pharmaceutical market in the EU through the removal of barriers, the fostering of sustainable competition, and a proper enforcement of public procurement rules in the EU.

Moreover, Adrian van den Hoven underlined the crucial role for Europe as a strong EU pharmaceutical export base, to be achieved through regulatory convergence with key trade partners, regulatory approximation in the EU with developing and emerging countries, and an export exception under the EU Supplementary Protection Certificate (SPC) Regulation.

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