



EUROPEAN GENERIC MEDICINES ASSOCIATION

## 20<sup>th</sup> EGA Annual Conference

Towards a healthier society?  
The generic medicines industry's response

25 - 27 June 2014

Eurostars Madrid Tower Hotel  
Paseo de la Castellana 259-B, 28046 Madrid, Spain

### Wednesday 25 June 2014

20:00 - 22:00

CONFERENCE REGISTRATION & WELCOME COCKTAIL sponsored by



Dress code: Smart Casual

### Thursday 26 June 2014

08:00

Networking welcome coffee

09:00

#### WELCOME ADDRESS

- **Pilar Farjas Abadía**, Secretary General of Health and Consumers, Spain

09:10

#### OPENING KEYNOTE SPEECH

- **Nick Hagggar**, President, EGA

09:20

#### SESSION 1 - Guarding the European universal healthcare model

Chair: **Fernando Lamata**, EC Expert Panel for Health

Keynote speeches:

- **Kees de Joncheere**, Director of the Essential Medicines and Health Products Department, World Health Organisation
- **Mark Pearson**, Deputy Director for Employment, Labour and Social Affairs, OECD

Questions & answers

10:40

Networking coffee break

11:10

#### SESSION 2 - Health as an investment not as a cost

Chair: **Isabel Klinnert**, Health Economics Officer, EGA

Speakers:

- **Nathalie Chaze**, Head of Unit Healthcare Systems, European Commission
- **Nicola Bedlington**, Executive Director, European Patients Forum
- **Monika Kosinska**, Secretary General, European Public Health Alliance

Questions & answers



## EUROPEAN GENERIC MEDICINES ASSOCIATION

- 12:15 **SESSION 3 - Healthier generic medicines markets**  
Chair: **Victor Lino Mendonça**, Head of Pharmaceutical Policy and Health Economics, EGA  
Speakers:  
  - **Steven Simoens**, Professor of Pharmaco-economics, Leuven University
  - **Christian Pawlu**, Partner, McKinsey & Company, Inc.
  - **Alan Sheppard**, Principal, Global Generics Thought Leadership, IMS HealthQuestions & answers
- 13:15 Networking buffet lunch
- 14:45 **SESSION 4 - The impact of regulatory costs on access to high quality medicines**  
Chair: **Beata Stepniewska**, Deputy Director General & Head of Regulatory Affairs, EGA  
Speaker: **Evert Jan van Lente**, AOK-Bundesverband  
Panel discussion:  
  - **Belen Crespo Sánchez-Eznarriaga**, Executive Director, Spanish Agency of Medicines and Medical Devices
  - **Franz Terwey**, President, ESIP (TBC)Questions & answers
- 15:45 Networking coffee break
- 16:15 **WORKSHOP: The implementation of safety features - avoiding the hurdles for manufacturers**  
Chairs: **Matthias Heck**, Head of Brussels Office, German Pharmaceutical Industry Association and **Maarten Van Baelen**, Medical Affairs Manager, EGA  
  - The hidden challenges of serialisation and legislative compliance  
**Bart Vansteenkiste**, EU LifeSciences Sector Manager, Domino Printing Sciences
  - The Falsified Medicines Directive, regulation driving digitisation  
**Graham Smith**, Commercial Director, Aegate LtdWith the participation of  
 
- 17:30 - 19:00 **WORKSHOP: Social media workshop “connecting the dots - accessing patients”**  
Get together with experts to gain vital information and to share opinions and vision on key communications topics in the European generic medicines market arena.  
**Prior registration required. Seats are limited.**  
Key speakers:  
Jaume Duch European Parliament @jduch  
Dr. Sergio Vañó Hospital Ramón y Cajal @ServioGanoG  
Julián Beltrán Google Glass pioneer @julianmb  
Denise Silber Doctors 2.0 & You @health20Paris  
Oscar Brihuega Redpacientes @redpacientes  
Nuria Zúñiga Patient 2.0 @tulupus  
Doris Casares AESEG @DorisCasares  
Julie Chauvet EGA @egagenerics
- 20:00 **CONFERENCE DINNER** sponsored by   
Dress code: Smart Casual



Friday 27 June 2014

- 08:00                    Networking coffee
- 09:00                    **WELCOME ADDRESS** - Raúl Díaz-Varela, President, AESEG
- 09:10                    **OPENING KEYNOTE SPEECH**  
Tonio Borg, Commissioner for Health and Consumers, European Commission
- 09:20                    **SESSION 5 - The most competitive pharmaceutical region of the world**  
Chair: Adrian van den Hoven, Director General, EGA  
  
Speaker: Alejandro Cros, Deputy Director for Sectorial Industrial Policies, Ministry of Industry, Energy and Tourism, Spain  
  
Panel discussion:  
▪ Alfonso Calles-Sánchez, Policy Officer, Industrial Property, European Commission/DG Internal Market & Services, European Commission  
▪ Salvatore D'Acunto, Head of Unit, Food and Healthcare Industries, Biotechnology, DG ENTR, European Commission  
▪ Dr. Leah Lo, President, Medical & Pharmaceutical Industry Technology & Development Center (PITDC), Taiwan  
  
Questions & answers
- 10:45                    Networking coffee break
- 11:15                    **SESSION 6 - Strengthening Europe's industry through FTAs**  
Chair: Shawn Brown, Vice President International Government Affairs, Actavis  
  
Speaker: Marjut Hannonen, Member of the Cabinet of Commissioner for Trade, Karel De Gucht  
  
Panel discussion:  
▪ Peter Chase, Vice President, US Chamber of Commerce  
▪ Reinhard Quick, Chairman, BUSINESSEUROPE FTA Working Group  
▪ Tim Bennett, Director General, Transatlantic Business Council (TABC)  
  
Questions & answers
- 12:45                    **SESSION 7 - Partners for health development - Vision 2020**  
Chair: Frank Bongers, Manager of European Affairs, Bogin  
  
Speaker: Ewald Kreid, Partner and Managing Director, The Boston Consulting Group  
  
Panel discussion with the participations of  
Jacek Glinka, President of European Business, Mylan  
Nick Haggart, Head Western Europe, Middle East and Africa, Sandoz  
Ognian Donev, Chairman of the Board of Directors and CEO, Sopharma  
  
Questions & answers
- 13:45                    **CONCLUSIONS OF THE DAY AND CLOSURE OF THE CONFERENCE**  
Adrian van den Hoven, Director General, EGA
- 14:00                    End-of-conference networking buffet lunch



## EUROPEAN GENERIC MEDICINES ASSOCIATION

### EVENT & CONFERENCE SPONSORS



For further information and to register on-line [www.egagenerics.com](http://www.egagenerics.com) or [www.gpaconferences.com/ega14.htm](http://www.gpaconferences.com/ega14.htm)

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Registrations close officially on 15 June 2014 & are subject to availability.