Istanbul 2007
Challenges in the European and Global Environment for the Generic Medicines Industry
13th EGA Annual Conference
Swissôtel The Bosphorus Istanbul
14th - 16th June 2007

EGA Pre-Conference Seminar
“A Global View of Intellectual Property and Generic Drugs”
13th June 2007

Sponsored by

Organised in conjunction with

www.gpaconferences.com
**13th EGA Annual Conference**
Challenges in the European and Global Environment for the Generic Medicines Industry

"A Global View of Intellectual Property and Generic Drugs"

"Challenges in the European and Global Environment for the Generic Medicines Industry"

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**Wednesday 13th June 2007**

09:00 – 17:00 Pre-Conference Seminar “A Global View of Intellectual Property and Generic Drugs”
organised by G&B

19:00 – 21:00 Conference Registrations & Welcome Cocktail in the “Sultan Garden” Swissôtel
Dress Code: Casual/Smart

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**Thursday 14th June 2007**

08:00 – 09:00 Networking Buffet Breakfast
Fuji Ballroom 1 & Foyer Level 5

09:00 – 10:30 Opening Session
Chair: Greg Perry, Director General EGA
Opening Statements: Greg Perry, Director General EGA
Welcome address: Bulent Eczacıbaşı, Chairman Pharmaceutical Manufacturers Association of Turkey (IEIS)

**KEYNOTE SPEAKERS**

Turkish Prime Minister: Recep Tayyip Erdoğan (invited)
Turkish Minister of Health: Professor Recep Akdağ

- Overview of the Generic Pharmaceutical Market in Europe and Comparison with Other Regions
  Per Troein, Vice President Strategic Alliances IMS Health Europe
- Creating the Right Environment for a Sustainable Generic Medicines Market
  Emile Loof, President EGA

10:30 – 11:00 Networking Coffee Break | Foyer Fuji Ballroom
11:00 – 13:00 Session 2 – Market Dynamics of the Generic Pharmaceutical Industry
Chair: Eric Gorka, Vice President EGA and Head of Commercial Operations Europe and Middle East Sandoz International GmbH
Dynamics in the EU Market Affecting Business Strategies  
Rory O'Riordan, Vice President EGA and CEO Clonmel Healthcare  
and Vice President Europe Stada

Recent Developments in the USA Generic Pharmaceutical Market  
Richard B Silver, Senior Vice President Lehman Brothers

Recent Developments in Mergers & Acquisitions in the Generic Pharmaceutical Market  
Tommy Erdé, Executive Director Global Healthcare Group  
UBS Investment Bank

Questions and Answers

13:00 - 14:30 Networking Buffet Lunch | Foyer Fuji Ballroom

14:30 - 16:15 Session 3 - Regulatory and IP Developments and their Impact on Business Development of Generic Medicines  
Chair: Nadene McClay, Director of Policy EGA

Assessing the Impact of Current Trends in Bioequivalence Requirements and their Impact on the Generic Medicines Industry  
Susana Almeida, Co-chair Bioequivalence Working Group EGA

Key Regulatory Developments at International and European Levels and their Impact on the Business Development of Generic Companies  
Suzette Kox, Senior Director of Science and Regulatory Affairs EGA  
and ICH Co-ordinator

Patent Linkage, Bolar, Paediatric Extensions and Data Exclusivity in the EU  
Beata Stepniewska, Director of Regulatory Affairs & Accession EGA

IP Developments in the USA and Other Regions and the Impact on Business Strategies for Generic Companies  
Neil Greenblum, Managing Partner Greenblum & Bernstein

Questions and Answers

16:15 - 16:30 Short Presentation by Eczacıbaşı on the Evening Event Closure of the Day by Greg Perry

16:30 - 17:00 End-of-Day Networking Coffee  
Foyer Fuji Ballroom

19:00 - 24:00 Dinner Reception and Dance by the Bosphorus at an Historical Ottoman Residence  
hosted by Eczacıbaşı  
Dress Code: Business/Elegant

Friday 15th June 2007

08:00 - 09:00 Networking Buffet Breakfast  
Fuji Ballroom | Foyer Level 5

09:00 - 10:45 Session 4 - Current Trends in Generic Medicines Markets in Europe: Challenges and Opportunities  
Chair: Greg Perry, Director General EGA

Developed Markets Spain, Italy, Portugal  
Hugo Carradinha, Health Economics Affairs Manager EGA

Developed Markets Belgium and France  
Elke Grooten, Senior Manager EU Pharmaceutical Policy EGA

Developed Markets Germany, UK, Netherlands and Scandinavia  
Frank Bongers, Chair Health Economics Committee EGA

Eastern Europe and the Balkans  
Vladimir Afenliev, Chair EU Accession Committee EGA

Questions and Answers

10:45 - 11:15 Networking Coffee Break | Foyer Fuji Ballroom

11:15 - 13:00 Session 5 - Current Trends in Generic Medicines Markets Globally: Challenges and Opportunities  
Chair: Greg Perry, Director General EGA

Russia and CIS: Marina Veldanova, Director Polpharma Russia

China: Mark G Lotter, CEO NovaMed Inc.

Middle East: Mazen Darwazah, Vice-Chairman and CEO MENA Hikma Pharma Ltd

Questions and Answers
13th EGA Annual Conference
Challenges in the European and Global Environment for the Generic Medicines Industry

13:00 - 14:30 Networking Buffet Lunch
Foyer Fuji Ballroom

Chair: Paul Edwards MBE, CEO Ruston Poole International

Robert Wessman, CEO Actavis Group
Hank Klakurka, CEO Merck Generics
Malvinder Singh, CEO Ranbaxy
Andreas Rummelt, CEO Sandoz
Gerard van Odijk, President and CEO TEVA Europe

Questions and Answers
16:30 - 16:45 Short Presentation by Nobel on the Evening Event
Closure of the Conference by Greg Perry

16:45 - 17:15 End-of-Day Networking Coffee
Foyer Fuji Ballroom

19:30 - 23:00 Conference Bosphorus Cruise hosted by Nobel
Dress Code: Business/Elegant

Saturday 16th June 2007

09:00 - 10:30 Networking Buffet Breakfast

10:30 - 14:30 Cultural Trip and End-of-Conference Farewell Lunch at the “Café Suisse” Swissôtel hosted by IEIS
Dress Code: Casual

Organised in conjunction with GPA CONFERENCES
The 13th EGA Annual Conference is presented with the particular support of:

**IEIS**
IEIS is the representative body of the Turkish generic pharmaceutical industry. It was founded in 1964 in Istanbul for the purpose of strengthening the solidarity amongst the pharmaceutical manufacturers and taking necessary initiatives for creating economic and social conditions permitting greater productivity. It currently has 39 member companies. For further information please visit [www.ieis.org.tr](http://www.ieis.org.tr).

**Eczacıbaşı**
Since its establishment of Turkey’s first modern pharmaceutical plant in 1952, ECZACIBAŞI Pharmaceuticals has acted as a pioneer in the Turkish pharmaceutical industry through its high standards and innovative work. Today, ECZACIBAŞI manufactures more than 300 finished dosage formulations of ethical drugs, veterinary products and personal care products at its modern production facility, which has been audited and approved by MHRA, BfArM, PIC and various other health regulatory agencies. The ECZACIBAŞI Pharmaceuticals Division comprises seven companies, two of which are joint ventures with major international pharmaceutical companies. ECZACIBAŞI Pharmaceuticals’ export operations have increased steadily since 2001 and now constitute 19% of total sales.
For further information please visit [www.eczacibasipharmaceuticalsgroup.com](http://www.eczacibasipharmaceuticalsgroup.com).

**NOBEL İLAÇ**
NOBEL İLAÇ is a worldwide operating pharmaceutical company, headquartered in Istanbul. For more than 40 years, NOBEL İLAÇ and its sister companies develop, manufacture (under cGMP rules), distribute, market and sell APIs, micropellets and therapeutically proven ethical drugs. The NOBEL İLAÇ Group comprises an R&D center, four production sites (one API and one finished product site in Turkey, two finished product sites in Uzbekistan and Kazakhstan) and 14 subsidiaries/representation offices that cover Eastern Europe, Central Asia and CIS countries. For detailed information visit [www.nobel.com.tr](http://www.nobel.com.tr) or send an e-mail to info@nobel.com.tr.

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**HOTEL RESERVATIONS**
Reservations should be made as soon as possible by fax using the hotel booking form available on [www.gpaconferences.com/ega07.htm](http://www.gpaconferences.com/ega07.htm). Please note that the organisers are not responsible for your travel and stay.

**SPOUSE PROGRAMME**
This year we have a tailored made spouse programme. For details and bookings of the spouse programmes please consult:
[www.gpaconferences.com/ega07.htm](http://www.gpaconferences.com/ega07.htm)

**FOR FURTHER DETAILS & TO REGISTER ONLINE**
[www.gpaconferences.com/ega07.htm](http://www.gpaconferences.com/ega07.htm)
Cristina Romagnoli
E: cristina@gpaconferences.com

**SPONSORSHIP AND EXHIBITION SPACE POSSIBILITIES**
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T: +31-180-323117 – F: +31-842-257851
Networking Opportunities and Social Events

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Dress Code: Casual

ONLINE REGISTRATION ON www.egagenerics.com BOOK NOW!
Registrations close officially 31st May 2007 and are subject to availability.

Pre-Conference Seminar Fee .......................................................... € 675 + 18% VAT
Conference Fee for EGA Board, Committees and Working Group Members ...................................... € 1,100 + 18% VAT
Conference Fee for EGA Members .................................................... € 1,550 + 18% VAT
Conference Fee for Eastern Europe and Middle East Company Delegates ........................................ € 1,650 + 18% VAT
Conference Fee for Non Members ..................................................... € 1,850 + 18% VAT
Spouse Fee* .................................................................................... € 260 + 18% VAT
Exhibition Table** EGA Members ..................................................... € 2,900 + 18% VAT
Exhibition Table** Non Members ...................................................... € 3,800 + 18% VAT

* Includes evening events only for spouses and partners of the conference registered delegates
** Includes 1 entrance at the conference