



Making Medicines Affordable

EUROPEAN GENERIC MEDICINES ASSOCIATION

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



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"A Global View of Intellectual Property and Generic Drugs"

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

TOPKAPI PALACE



Programme

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

Thursday 14th June 2007

08:00 – 09:00 Networking Buffet Breakfast
Fuji Ballroom I & 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 Erdogan (invited)

Turkish Minister of Health: Professor Recep Akdag

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 Erdei, 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 I & 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

14:30 - 16:30 Session 6 - CEO Panel: Which Way Forward for the Generic Medicines Industry? Personal Visions of the Leading CEOs of the Generic Pharmaceutical Industry
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
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
Dress Code: Casual



Organised in conjunction with GPA CONFERENCES



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BOSPHORUS CRUISE

The 13th EGA Annual Conference is presented with the particular support of:



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.



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Reservations should be made as soon as possible by fax using the hotel booking form available on 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

☞ FOR FURTHER DETAILS & TO REGISTER ONLINE

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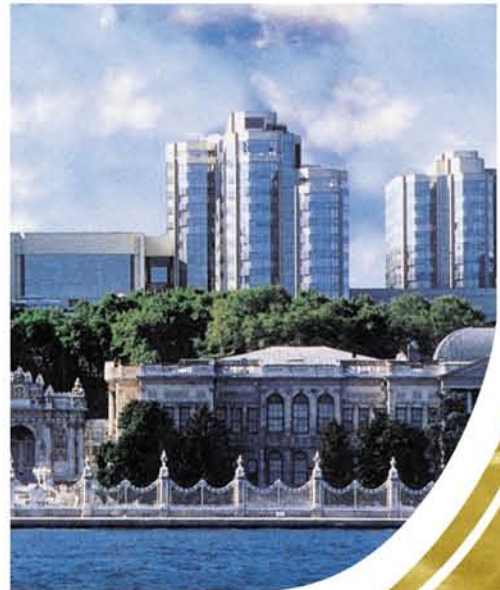
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ONLINE REGISTRATION ON www.egagenerics.com BOOK NOW!

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

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