



Making Medicines Affordable

EUROPEAN GENERIC MEDICINES ASSOCIATION

16th EGA Annual Conference

Generic Medicines Enhancing Pharmaceutical
Competition and Ensuring Healthcare Sustainability

2 - 4 June 2010

Roma Eventi - Via Alibert 5/a - 00199 Rome



WEDNESDAY 2 JUNE 2010

09:00 - 17:00 **PRE-CONFERENCE SEMINAR “Generics Litigation Seminar: a Case-Study Approach”**
(only for delegates who have registered separately)
organised by



GREENBLUM & BERNSTEIN, P.L.L.C.

19:00 - 21:00 **CONFERENCE REGISTRATION & WELCOME COCKTAIL - ROMA EVENTI**
sponsored by



Dress code: casual/smart

THURSDAY 3 JUNE 2010

08:00 - 09:00 **NETWORKING WELCOME COFFEE**

09:00 - 09:05 **WELCOMING ADDRESS:** Greg Perry, Director General - EGA

09:05 - 09:55 **OPENING ADDRESS: THE AGENDA FOR A SUSTAINABLE GENERIC MEDICINES INDUSTRY IN EUROPE**
Keynote Speeches:
Didier Barret, President - EGA
Mario Alberto di Nezza, Head of Cabinet - Italian Minister of Health
Giorgio Foresti, President - Assogenerici

09:55 - 11:10 **SESSION 1 - HOW TO INCENTIVISE PATIENT ACCESS TO GENERIC MEDICINES AND ENSURE SUSTAINABILITY OF THE ITALIAN HEALTHCARE SYSTEM**

Moderator: Sara Todaro - Sole24Ore

Interactive panel discussion with the participation of:

Cesare Cursi, President of the Industry, Trade, Tourism Commission of the Italian Senate

Guido Rasi, Head of the Italian Medicines Agency

Loredano Giorni, Head of Pharmaceutical Spending Unit of the Tuscany Region (Italy)

Paolo Ruta, Italian Ministry of Economic Development

Fulvio Moirano, Director of Age.Na.S., National Agency for Regional Health System

Andrea Pezzoli, Italian Antitrust Authority, Competition Directorate General, Foodstuffs & Transport Directorate

QUESTIONS & ANSWERS

EUROPEAN GENERIC MEDICINES ASSOCIATION

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11:10 - 11:40

NETWORKING COFFEE BREAK sponsored by



11:40 - 13:00

SESSION 2 - FUTURE POLICY ENVIRONMENT FOR THE EUROPEAN GENERIC MEDICINES INDUSTRY IN LIGHT OF THE EU PHARMACEUTICAL SECTOR INQUIRY

Moderator: David Earnshaw, Chairman, Burson-Marsteller Brussels

Opening Statement: Elke Grooten, Director of Pharmaceutical Policy - EGA

Interactive panel discussion with the participation of:

Monica Alfaro Murcia - DG Competition Pharmaceuticals Task Force European Commission

Giulia Del Brenna, Head of Unit - DG Enterprise European Commission

Antonyia Parvanova, ALDE, Member of the European Parliament

Dieter A Tzschoppe, Director Pure and Applied Organic Chemistry - European Patent Office

Jytte Lyngvig, Chief Executive Officer - Danish Medicines Agency

and **Greg Perry**, Director General - EGA

QUESTIONS & ANSWERS

13:00 - 14:30

NETWORKING BUFFET LUNCH

14:30 - 16:45

SESSION 3 - NATIONAL MARKET DEVELOPMENTS AND THEIR IMPACT ON GENERIC MEDICINES COMPANIES

Opening Statement by Chair: Frank Bongers, Chair of the Health Economics Committee - EGA

Overview of the Key Developments in European Markets and Current Trends

Hugo Carradinha, Senior Manager Health Economics Affairs - EGA

The National Directors' Interactive Session

This interactive panel discussion by directors of national generic medicines associations will review the opportunities and hurdles for generic medicines companies following the recent changes in- healthcare systems in key generic medicines markets.

Moderator: Alan Sheppard, Global Head Generics - IMS Health

Angel Luis Rodríguez de la Cuerda - AESEG, Spain

Warwick Smith - BGMA, United Kingdom

Frank Bongers - Bogin, Netherlands

Joris Van Assche - FeBelGen, Belgium

Pascal Brière - GEMME, France

Turgut Tokgoz - IEIS, Turkey

Thomas Porstner - ProGenerika, Germany

QUESTIONS & ANSWERS

16:45 - 16:50

CLOSURE OF THE DAY by Greg Perry

16:50 - 17:30

END-OF-DAY NETWORKING COFFEE REFRESHMENTS

20:00

CONFERENCE BUFFET DINNER* sponsored by



Dress code: elegant casual

*Walking distance from Roma Eventi

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FRIDAY 4 JUNE 2010

- 08:00 - 09:00 NETWORKING COFFEE
- 09:00 - 09:05 **OPENING CONFERENCE DAY TWO:** Greg Perry, Director General - EGA
- 09:05 - 10:10 **SESSION 4 - THE CHANGING SHAPE OF THE GENERIC MEDICINES INDUSTRY - MARKET CONSOLIDATION AND NEW BUSINESS MODELS**
Chair: Paul Edwards, Chief Executive - Ruston Poole International
- The Investor's Perspective**
Richard Silver, Director & Senior Research Analyst - Barclays Capital
- A Strategic Management Consultant's View**
Raymond De Vre, Principal - McKinsey and Company
- QUESTIONS & ANSWERS
- 10:10 - 11:40 **SESSION 5 - THE DYNAMICS OF THE GROWING GENERIC MEDICINES MARKET: EUROPE AND BEYOND**
Chair: Didier Barret, President - EGA
- Presentation of the IMS REPORT "Generic medicines: essential contributors to the long-term health of society - sector sustainability challenges in Europe"**
Alan Sheppard, Global Head Generics - IMS Health
- Overview of the Generic Medicines Market in Europe**
Per Troein, Vice-President Strategic Alliances Europe, Middle East & Africa - IMS Health
- Increasing Patients Access to Generic Medicines - the French Experience - Is this a Model for Europe?**
Noël Renaudin, President - Comité Economique des Produits de Santé (CEPS)
- QUESTIONS & ANSWERS
- 11:40 - 12:10 NETWORKING COFFEE BREAK sponsored by 
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International
Recruiting excellence in global healthcare
- 12:10 - 13:40 **SESSION 6 - CEO PANEL DISCUSSION**
LOOKING BEYOND THE WORLD ECONOMIC CRISIS - MARKET TRENDS AND OPPORTUNITIES FOR THE EUROPEAN GENERIC MEDICINES INDUSTRY
During this session attendees will have the opportunity to learn from European CEOs of world leading generic medicines companies about the future of the Industry and what to expect of the Industry after the world economic crisis
Moderator: Andrew Jack, Pharmaceuticals Correspondent - Financial Times
- Didier Barret**, President - EMEA Mylan & President - Mylan France SAS
Gudbjorg Edda Eggertsdottir, Deputy CEO - Actavis
Nick Haggart, Head Commercial Operations Western Europe - Sandoz
Rory O'Riordan, CEO - Clonmel Healthcare & Vice President - Stada Europe
Emile Loof, President & CEO - TEVA Pharmachemie
- QUESTIONS & ANSWERS
- 13:40 - 13:45 **CLOSURE OF THE CONFERENCE** by Greg Perry
- 13:45 - 15:15 **END OF CONFERENCE NETWORKING BUFFET LUNCH**

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