



Making Medicines Affordable

EUROPEAN GENERIC MEDICINES ASSOCIATION

17th EGA Annual Conference

Generic Medicines Enhancing Pharmaceutical
Competition and Ensuring Healthcare Sustainability

15 - 17 June 2011

HOTEL CASCAIS MIRAGEM
Avenida Marginal 8554, 2754-536 Cascais - Lisbon (Portugal)

WEDNESDAY 15 JUNE 2011

09:00 - 17:00 **PRE-CONFERENCE SEMINAR**
"Pharmaceutical Patent Litigation Seminar: a Statistical and Practical Approach"
(only for delegates who have registered separately)

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

19:00 - 21:00 CONFERENCE REGISTRATION & WELCOME COCKTAIL

sponsored by  **SANDOZ**

Dress code: smart casual

THURSDAY 16 JUNE 2011

08:00 - 09:00 NETWORKING WELCOME COFFEE

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

09:05 - 09:50 **OPENING ADDRESS: GENERIC MEDICINES: A KEY TO SUSTAINABLE HEALTHCARE IN AN AGEING POPULATION**
KEYNOTE SPEECHES
Didier Barret, President, EGA
Portuguese Health Minister (TBC)
Paulo Lilaia, President, APOGEN



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09:50 - 10:50

SESSION 1 - THE CONTRIBUTION OF AND CHALLENGES FOR THE GENERIC MEDICINES INDUSTRY IN THE PORTUGUESE MEDICINES MARKET: ANY LESSONS FOR THE REST OF EUROPE?

Moderator: **Marina Caldas**, Portuguese Journalist

This interactive panel discussion with Portuguese authorities will review the opportunities and hurdles for generic medicines companies in the Portuguese market following the recent price and reimbursement changes in its healthcare system:

Dr. Mário Lobo, Director-General for Economic Activities/Ministry for Economy Innovation and Development - **Dr. Miguel Vigeant Gomes**, Vice-President of the Executive Board of Infarmed, Portuguese National Authority of Medicines and Health Products - **Prof. Dr. Pedro Pita Barros**, Professor of Economics at Universidade Nova de Lisboa - **Dr. Jorge Gomes dos Santos**, Legal Advisor of APOGEN, Portuguese Generic Medicines Association

Questions & Answers

10:50 - 11:15

NETWORKING COFFEE BREAK

11:15 - 12:15

SESSION 2 - SUCCESSFUL GENERIC MEDICINES POLICIES AROUND EUROPE - SHARING BEST PRACTICES AND OUTCOME OF INFARMED WORKSHOP

Introduction by **Victor Mendonca**, Advisor to the INFARMED Executive Board
Moderator: **Professor Simoens**, University Chair, Leuven University

This session will provide update on the outcome of the workshop sponsored by INFARMED - The Portuguese Health Agency - on shared generic medicines policies best practices across European countries.

Interactive panel discussion with the workshop participants from the EU Member States Health Authorities: **Vanessa Biname**, AFMPS (Belgium) - **Christoph Baumgaertel**, AGES (Austria) - **Erica Hagblom**, MPA (Sweden) - **Kristin Svanqvist**, NoMA (Norway)

Questions & Answers

12:15 - 13:15

SESSION 3 - HOW THE EU NEW PHARMA LEGISLATION WILL CHANGE THE REGULATORY AND MARKET ENVIRONMENT FOR THE EUROPEAN GENERIC MEDICINES INDUSTRY

This session will disclose the latest developments in the Brussels arena on the recently adopted Pharma Package (Pharmacovigilance, Falsified Medicines and Information to Patients) and what practical implications for the generic medicines industry are to be expected and how the new Transparency Directive will create better market access for generic medicines.

Moderator: **Ian Schofield**, Principal Analyst, Scrip Intelligence

Interactive panel discussion:

Giulia Del Brenna, Head of Unit Competitiveness in the Pharmaceutical Industry and Biotechnology, DG Enterprise and Industry, European Commission

Elodie Carmona, Administrator (case-handler), DG Competition (Pharma and Health Services - Antitrust), European Commission

Jonathan Mogford, Director of Policy, MHRA

Antonyia Parvanova, Group of the Alliance of Liberals and Democrats for Europe Vice-Chair, Member of the European Parliament

Greg Perry, Director General, EGA

Questions & Answers



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13:15 - 14:30

NETWORKING BUFFET LUNCH sponsored by



14:30 - 15:45

SESSION 4 - THE CHALLENGES, HURDLES AND LESSONS LEARNED FROM PRICE CUTS, TENDER AND PREFERENCE SYSTEMS IN DIFFERENT EU MARKETS, FOR THE GENERIC MEDICINES INDUSTRY, WHOLESALERS AND PHARMACISTS

The views from different sectors of the pharmaceutical arena including generic medicines associations' directors general, wholesalers, pharmacists and healthcare insurance companies on the recent pricing pressures on generic medicines
Introduction by **Hugo Carradinha**, Senior Manager Health Economics Affairs, EGA
Moderator: **Alan Sheppard**, Global Head Generics, IMS Health

Interactive panel discussion with the participation of:

Frank Bongers, Director General, BOGIN

John Chave, Secretary General, PGEU

Monika Derecque-Pois, Director General, GIRP

Michele Uda, Health Economics Affairs Manager, Assogenerici

Questions & Answers



15:45 - 16:00

NETWORKING COFFEE BREAK sponsored by **Panacea Pharma Projects Ltd**

16:00 - 17:15

SESSION 5 - BRANDED GENERICS, HYBRID COMPANIES, PHARMA ALLIANCES AND VERTICAL INTEGRATION - ARE THESE THE NEW BUSINESS MODELS FOR FUTURE GENERIC MEDICINES COMPANIES?

In this session we will look at how to optimise the use of branding or commodities market strategies for generic medicines companies and which new business models will be most successful in the European market environment.

Moderator: **Hugo Carradinha**, Senior Manager Health Economics Affairs, EGA

A Strategic Management Consultant's View:

Raymond De Vre, Principal, McKinsey and Company

Sarwar Islam, Partner and Managing Director, The Boston Consulting Group

Panel Discussion with Questions & Answers

CLOSURE OF THE DAY by Greg Perry

20:00

CONFERENCE BUFFET DINNER within walking distance (20 min) from the conference venue
Dress code: casual elegant

FRIDAY 17 JUNE 2011

08:00 - 09:00

NETWORKING COFFEE

09:00 - 09:05

OPENING CONFERENCE SECOND DAY
Greg Perry, Director General, EGA



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09:05 - 11:00

SESSION 6A - THE LATEST DEVELOPMENTS AND TRENDS IN THE GLOBAL AND THE EU GENERIC MEDICINES MARKETS

During this session the latest market insights will be revealed with the most comprehensive market intelligence available by IMS generic medicines markets around Europe and the rest of the world.

Moderator: **Greg Perry**, Director General, EGA

Key Developments of the Global Pharmaceutical Market

Graham Lewis, VP Europe Global Pharma Strategy, IMS Health

Overview of the Generic Medicines Market in Europe

Alan Sheppard, Global Head Generics, IMS Health

Russian Market Developments, Barriers and Opportunities for Generic Medicines Companies
Vyacheslav Buyevskiy, Country Principal Russia & CIS, IMS Health

SESSION 6B - HOW ARE THE INVESTORS CHANGING THE WAY GENERIC MEDICINES COMPANIES THINK? WHAT IS THE INFLUENCE OF STRONG MARKET COMPETITION ON THE FUTURE OF THE GENERIC MEDICINES INDUSTRY?

Are there more expected generic medicines mergers & acquisitions in the pipeline? What is the impact of all market dynamics (Focus on shrinking margins, price cuts, tender systems, new product development) on the EU generic medicines market from an investment bank perspective?

Abrar Mir, Global Head of Healthcare Investment Banking, Religare Capital

Questions & Answers

11:00 - 11:30

NETWORKING COFFEE BREAK sponsored by



Horton Ruston Poole
GLOBAL HEALTHCARE

11:30 - 13:15

SESSION 7 - CEO PANEL - THE FUTURE TRENDS OF THE EU GENERIC MEDICINES AND BIOSIMILARS MARKET - THE VIEWS OF CEOs FROM LEADING GENERIC MEDICINES COMPANIES

During this session attendees will have the opportunity to learn from the European CEOs of world leading generic medicines companies on the future of the industry.

Moderator: **Paul Edwards**, Managing Partner, Horton Ruston Poole

Didier Barret, President, EMEA Mylan & Mylan France SAS

Gudbjorg Edda Eggertsdottir, President Iceland, Strategic Projects, Actavis Group

Nick Haggart, Head Commercial Operations Western Europe, Sandoz

Sigurdur Olafsson, Executive Vice President - Global Generics, Watson

Gerard Van Odijk, President & Chief Executive Officer, Teva Europe

Panel Discussion with Questions & Answers

CLOSURE OF THE CONFERENCE by Greg Perry

13:15 - 15:00

END-OF-CONFERENCE BUFFET LUNCH sponsored by



genéricos de referência



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OPENING SESSION ORGANISED IN COOPERATION WITH



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