



Making Medicines Affordable

## EUROPEAN GENERIC MEDICINES ASSOCIATION

# 16<sup>th</sup> 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.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

Professor Ferruccio Fazio - 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**

Interactive panel discussion with the participation of the Italian Medicines Agency, the Italian competition authority, representatives of the regional authorities and the Italian Ministry of Health

**QUESTIONS & ANSWERS**

#### EUROPEAN GENERIC MEDICINES ASSOCIATION

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11:10 - 11:40

NETWORKING COFFEE BREAK sponsored by



Burson-Marsteller

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

Interactive panel discussion with the participation of representatives from the European Patent Office, EU Commission Directorates-General Competition, Enterprise, Internal Market, Sanco.

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 the 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 - 10:30 **SESSION 4 - 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 (TBC)
- New Market Opportunities and Challenges for Generic Medicines Manufacturers in the Emerging Markets - Russia and Central Europe**  
Isabel Pascuale, Director CEE - IMS Health
- QUESTIONS & ANSWERS
- 10:30 - 11:00 NETWORKING COFFEE BREAK
- 11:00 - 12:15 **SESSION 5 - THE CHANGING SHAPE OF THE GENERIC MEDICINES INDUSTRY - MARKET CONSOLIDATION AND NEW BUSINESS MODELS**
- 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
- 12:30 - 14:00 **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
- Erik Bogisch, CEO - Gedeon Richter  
Didier Barret, President - EMEA Mylan & President - Mylan France SAS  
Nick Haggart, Head Commercial Operations Western Europe - Sandoz  
Rory O’ Riordan, CEO - Clonmel Healthcare & Vice President - Stada Europe  
Gerard Van Odijk, President & CEO - TEVA Pharmaceuticals Europe (TBC)
- QUESTIONS & ANSWERS
- 14:00 - 14:05 **CLOSURE OF THE CONFERENCE** by Greg Perry
- 14:05 - 15:30 **END OF CONFERENCE NETWORKING BUFFET LUNCH**

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Registrations close officially on 21 May 2010 & are subject to availability