



EU Policy in Action: In Whose Interests?

HAI Europe Open Seminar, 23 October 2009

Venue: La Maison des Associations Internationales, 40 rue Washington, Brussels

Programme

10.00: Doors open for registration and coffee

11.00: Opening Remarks: Tim Reed (Director, HAI Global)

11.15: **Keynote Address: Jim Murray** (Former Director- BEUC, European Consumers' Organisation)

11.45-12.15: Question and Answer session

12.15-13.15: Lunch

Panel 1: Unwrapping the Pharma Package: What's in it for Consumers?

13.20: Teresa Alves (HAI Europe), Moderator – *Introduction of Speakers and Topics*

13.30: Jörg Schaaber (International Society of Drug Bulletins) – A view of the EU Commission's work on medicines' policy, 1999-2009

13.45: Barbara Mintzes (University of British Columbia) – The Information to Patients Directive

14.00: Florence Vandeveld (La Revue Prescrire) – The Pharmacovigilance Directive

14.15-15.15: Discussion and Q&A

Respondents: Irene Sacristán Sánchez (DG Enterprise) and Ilaria Passarani (BEUC)

15.15-15.30: Coffee Break

Panel 2: Trading Away Access to Medicines

15.30: Andrew Jack (Financial Times), Moderator – *Introduction of Speakers and Topics*

15.40: Rohit Malpani (Oxfam International) – Developments in the politics of Intellectual Property Rights and the role of the EU

15.55: Sophie Bloemen (HAI Europe) – EU Trade Agreements with Andean Countries and their impact on access to medicines

16.10: Henrique Choer Moraes (Permanent Mission of Brazil to the European Communities) – The EU Enforcement Agenda

16.25-17.25: Discussion and Q&A

Respondents: Pedro Velasco Martins (DG Trade), Oliver Moldenhauer (Médecins Sans Frontières)

17.25-18.00: Final Discussion

18.00-19.00: Closing Cocktail Reception



Executive
Agency for
Health and
Consumers

This event arises from the Developing Rational Use of Medicines in Europe project, which has received funding from the European Union, in the framework of the Health programme