



EU POLICY
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Biographies

KEYNOTE SPEAKER

Jim Murray has been representing and defending the interests of consumers for over 30 years, on both a national level in Ireland and at the European level. In Ireland he served as the Director of the Office of Consumer Affairs and Fair Trade, a body established by in 1978. As Director he was responsible for, among other things, the implementation and enforcement of a wide range of national consumer laws, including laws on false trade descriptions, misleading advertising, product safety and food labelling. He held this position from 1979 until 1990, when he became the Director of BEUC, the European Consumers' Organisation. During his 17 years at BEUC, he was responsible for a secretariat consisting of some thirty permanent staff members working and lobbying on a very wide range of legal and economic issues, and policies on food, health, safety, and the environment. In the same time period he was a member of the European Consumers' Consultative Group and its various predecessor bodies, including the Consumers' Consultative Council. He was also a founding member of the Transatlantic Consumers Dialogue, and was president of that organisation in 2007. He is currently a special adviser to Meglena Kuneva, the European Commissioner for Consumer Affairs, and a member of the High Level Group on Reduction of Administrative Burdens (also know as the Stoiber Group).

PANEL ONE

Teresa Alves (Moderator) Throughout her studies at the Faculty of Pharmacy, University of Porto, Portugal, Teresa became involved in the student association movement, at local, national and international levels. Her subsequent career placements were connected to pharmacy and public health issues and as a result, she became particularly interested in topics related to rational drug use and health policies. Teresa completed a Public Health Masters at the Netherlands Institute of Health Sciences, Rotterdam, in 2006, where she conducted a research project assessing the extent and variation of self-reported polypharmacy in Europe. In 2006, she joined Health Action International (HAI)- an independent network working to increase access to essential medicines and their rational use through research excellence and evidence-based advocacy – first as European campaigns officer and later as Coordinator for the European office. Teresa is currently reading for a PhD on Medicines' Information to Patients and Consumers at the Faculty of Sciences, School of Pharmacy, University of Utrecht in The Netherlands.

Jörg Schaaber is a sociologist and holds a Master's degree in Public Health. He has worked for the German development NGO BUKO Pharma-Kampagne since 1981, where he is the editor of *Pharma-Brief*, the organisation's newsletter. He is also an executive officer of *Gute Pillen – Schlechte Pillen*, a lay drug bulletin which is a joint project by three German drug bulletins. He was a co-founder of Health Action International (HAI) and served on the executive board of HAI Europe from 1988-2001. Since 2008 he has held the position of President of the International Society of Drug Bulletins (ISDB). ISDB is a world wide network of bulletins and journals on drugs and therapeutics that are both financially and intellectually independent of pharmaceutical industry. Currently, it has 79 members in 40 countries around the world. ISDB journals play an important role by helping health professionals to compare newly released drugs with existing treatments.

Barbara Mintzes is an Assistant Professor in the Department of Anesthesiology, Pharmacology & Therapeutics at the University of British Columbia (UBC), and a Michael Smith Foundation for Health Research Scholar. The main focus of her research is on pharmaceutical policy, including the effects of direct-to-consumer advertising of prescription drugs on prescribing and medicine use. She also works with UBC's Therapeutics Initiative to



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carry out systematic reviews of the clinical trial evidence on beneficial and harmful effects of new drugs, and is one of the lead researchers on an international project co-sponsored by the World Health Organization and Health Action International to develop and test curriculum on drug promotion for medical and pharmacy students. She has worked for many years with women's health groups and consumer organizations, is a member of the Steering Group of Women and Health Protection and on the advisory board of *La Revue Prescrire*.

Florence Vandeveld is a pharmacist, and has been a project manager and editor of *Prescrire* since 2005. *Prescrire* is a French independent non-profit organisation that notably publishes *la revue Prescrire* (in French) and its English edition *Prescrire International*. Florence's particular areas of expertise are international relations and lobbying; she represents *Prescrire* within the Medicines in Europe Forum, the International Society of Drug Bulletins (as General Secretary since 2008), and works closely with Health Action International (HAI) Europe on European legislative issues.

Irene Sacristán Sánchez (Respondent) joined the European Commission in May 2003 to be responsible for general legal affairs within the Pharmaceuticals Unit in DG Enterprise. In that position, she has been closely associated with the completion of the legislative process for the review of the pharmaceutical legislation and its implementation, and with the drafting and negotiation of subsequent Commission's proposals in the area of medicines. She has been the Deputy Head of Unit since February 2008. From 1994 until 2003, she worked as a lawyer, with a specialisation in community and competition law, and as a legal consultant to the European Commission and the Inter-American Development Bank.

Ilaria Passarani (Respondent) joined BEUC in 2006. As head of the BEUC health department, her main function is to provide BEUC and its members, intelligence, information and advice on EU health policies. Ilaria is a member of the EMEA scientific committee working party with patients and consumers organization and also represents BEUC in the EU Health Policy Forum and in the e-health users' stakeholders group. She previously worked in the International health and social affairs office of the Veneto Regional Government and in the health department of the Italian Permanent Representation to the European Union. Ilaria is also a PhD researcher in health policy at the University of Maastricht and she previously studied Economics at Bocconi University in Milan (Italy) and health economics at the Harvard School for Public Health (USA).

PANEL TWO

Andrew Jack (Moderator) has been a journalist for the Financial Times since 1990. He currently writes about health and pharmaceuticals, based in London. He was the paper's Moscow correspondent and then bureau chief in 1998-2004, and previously Paris correspondent, financial correspondent, general reporter and corporate reporter. He is the author of, most recently, *Inside Putin's Russia* (Granta, London 2005; Oxford University Press, New York, 2005; All, Bucharest, 2007) and *The French Exception* (Profile, London 2001; Editions Odile Jacob, Paris 2000). He was awarded a Kaiser Family Foundation mini-fellowship in global health reporting in 2008. He has also received the Grand prix de l'association des anciens élèves du centre des hautes études d'assurances, the ACCA accountancy journalist of the year award, and was a member of an FT team winning the British press awards. A geography graduate from St Catharine's College, Cambridge, he was the Joseph Hodges Choate Memorial Fellow at Harvard University, a New York City Government Urban Fellow, and worked as a consultant and freelance journalist. He is a trustee of Pushkin House, a London-based centre for Russian culture. He has written articles for medical journals including the BMJ and the Lancet, and specialist



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reports on the French Insurance Industry, Audit Committees, Networking and Work Shadowing; as well as chapters in books on Russia, ethics and financial reporting.

Rohit Malpani is a Senior Campaigns Advisor at Oxfam and currently manages the organization's access to medicines campaign. He is currently based in New York. Oxfam is an international development and humanitarian agency working in over 120 countries to reduce poverty and promote social justice.

Sophie Bloemen is European Projects Officer with Health Action International. She has a background in philosophy and European Political Economy, having obtained a MA and MSc from the University of Amsterdam as well as an MSc from the London School of Economics. Sophie started her career as a trainee for the European Commission in Brussels at DG Employment & Social Affairs. In 2007, she founded the Danube Foundation, which aims to contribute to the exchange of ideas and among Central, Eastern, and Western Europe and to the construction of a European public sphere. In late 2007, Sophie joined Health Action International Europe. As Project Officer at Health Action International Europe, Sophie is concerned with promoting access to medicine, focusing in particular on Intellectual Property Rights policy. In her work she has focused on the EU Trade Agenda on IP, and has followed developments at the World Health Organization on Public Health and Innovation.

Henrique Choer Moraes is a career diplomat currently posted at the Permanent Mission of Brazil to the European Communities (Brussels), where he is also in charge of following the work of the World Customs Organization (WCO). Prior to that, he worked at the Intellectual Property Division of Brazil's Ministry of External Relations, where he served from 2004 to 2007. In that capacity, he took part in negotiations on patents, copyrights, and IP-biodiversity issues at the World Trade Organization, and the Convention on Biological Diversity. From 2000 to 2004 he worked as professor of international public law at the University Ritter dos Reis, Porto Alegre (Brazil). He holds a master's degree in integration and business international law from the Universidade Federal do Rio Grande do Sul (Porto Alegre).

Marianne Gumælius (Respondent) is the Deputy Head of Unit for public procurement and intellectual property, within the European Commission Directorate General for Trade. She has served in this position since 2004, and previously held various posts within the Directorate General for Enterprise and Industry, and the Internal Market and Services Directorate General. Prior to working for the European Commission, she worked in several different legal capacities in Sweden, including as a Special Adviser to the Swedish Ministry of Justice and as a District Prosecutor in Stockholm.

Oliver Moldenhauer (Respondent) holds a degree in theoretical physics from Oldenburg, Germany, and a Masters of Philosophy from Waikato University in New Zealand. After completing his studies, he went on to work for four years as a scientist at the Potsdam Institute for Climate Impact research, working for Professor Schellnhuber. Since the late eighties he has been active in political movements and organisations working on issues related to the environment and global justice. After spending many years in Potsdam analyzing questions of global poverty and environmental justice, he chose to work full-time with NGOs, to try and bring about change through that route. Having previously been involved in issues related to trade policy and intellectual property rights, he joined MSF in 2007 as the German representative of MSF's Campaign for the Access to Essential Medicines.