

ETHOS MEDIA

www.ethosmedia.eu

περιοδικό **P.h.B** Pharma & health BUSINESS

Under the Auspices of



ΠΑΝΕΛΛΗΝΙΑ  
ΕΝΩΣΗ  
ΦΑΡΜΑΚΟΒΙΟΜΗΧΑΝΙΑΣ

ΣφΕΕ  
ΕΛΛΗΝΙΚΟ ΦΑΡΜΑΚΕΥΤΙΚΟ ΣΥΝΕΤΕΡΙΣΜΟΝ ΕΛΛΑΔΟΣ

06.03.2013



**generics**  
conference  
Athenaeum **2013**  
InterContinental

06.03.2013  
Athenaeum  
InterContinental



[www.ethosmedia.eu](http://www.ethosmedia.eu)

## Generics Conference 2013

**Ethos Media S.A.** and the **Pharma & Health Business** magazine are organising the **Generics Conference 2013**, on **Wednesday March 6, 2013**, at the Athenaeum InterContinental Hotel. The Conference is organised under the auspices of **Panhellenic Pharmaceutics Association and Hellenic Association of Pharmaceutical Companies**.

The conference aims at discussing all the aspects related to the promotion of generics and off-patent pharmaceutical products, and the development of the Greek pharmaceutical industry. Through the participation of competent state representatives, Greek and foreign experts, and top-level executives in the pharmaceutical industry, the conference will attempt to address the policies that will promote the use of generics in Greece, and thus, boost the domestic pharmaceutical industry.

### TOPICS:

The conference programme will include the following themes:

- Analysis of global trends in the generics market
- Policies and measures implemented on a global level for promoting the use of generics
- Pricing and compensation for generics and off-patent drugs in Greece and globally
- Motives and policies to promote the use of generics
- Prescribing by International Non-proprietary Name (INN): The implementation progress of the relevant measure, challenges and perspectives
- Greek pharmaceutical industry: Problems, trends, perspectives
- Procurement of generic drugs in public hospitals

06.03.2013  
Athenaeum  
InterContinental



[www.ethosmedia.eu](http://www.ethosmedia.eu)

## TOPIC DESCRIPTION

The promotion and reasonable use of generic drugs can offer a potential benefit to healthcare systems, according to studies carried out by a plethora of reputable bodies and the European Union.

One of the main objectives of pharmaceutical policies in many countries is the promotion of generic use. In many countries of Western Europe generic and off-patent drugs constitute more than 50-60% of the pharmaceutical market.

In particular, many international healthcare systems make use of affordable generic and off-patent drugs in order to save resources and compensate for new pharmaceutical treatments, whose costs are presumed to be rather high. Thus, in this manner, they can support pharmaceutical innovation, while at the same time implementing medical technologies evaluation programmes.

In Greece, the promotion of generic drug use is one of the objectives outlined in Greece's adaptation programme (Memorandum). In order to achieve this, a strategic plan and coordinated actions in individual sectors are required; in healthcare and development, in health and industrial policies.

Greece has a particularity that needs to be taken into consideration in a health and pharmaceutical policy. It has a powerful pharmaceutical industry, employing approximately 8,500 employees, and a strong export activity in more than 80 countries around the world!

Therefore, the first **Generics Conference** aims at discussing all the aspects related to the promotion and best possible use of generics and off-patent pharmaceutical products, and how the domestic pharmaceutical industry can be further developed in order to benefit the Greek state and save resources for innovation.

Through the participation of competent state representatives, Greek and foreign experts and top-level executives in the pharmaceutical industry, the conference will attempt to address the policies that will promote the use of generics in Greece, and thus, boost the domestic pharmaceutical industry.

06.03.2013  
Athenaeum  
InterContinental



www.ethosmedia.eu

**Panel 1: *Trends and perspectives on the use of generic and off-patent drugs. What can Greece learn from the experience of other countries?***

It is a commonplace that healthcare systems in developed countries have limited financial resources. Ageing populations in conjunction with the high cost of new medical technology can put immense pressure on the economic foundations of the health insurance system across all western countries.

The use of generic and off-patent drugs is considered a valuable tool in health policies. The governments of many countries have adopted specific policies which seek to motivate the use of generics and save resources in order to compensate for new, high-cost treatments.

In the USA alone, according to an IMS study, more than half of the first twenty products globally (approximately 130 billion US dollars) will have lost their patents by 2016, while the use of generics has saved 1 trillion US dollars from 2002 to 2011. In 2011 alone, generics have contributed to saving 192 billion US dollars, that is, approximately 500 million US dollars per day!

The conference will present the measures and policies implemented globally for promoting the use of generic drugs. Moreover, it will discuss the particularities of Greece, and what Greece can learn from the experience of other countries.

**Panel 2: *Pricing and compensation for generic drugs. Prescribing by International Non-proprietary Name. Problems and challenges arising from implementing the relevant measure.***

Global experience has shown that a strategic plan is required, including specific measures and policies on pricing and compensation in order to promote prescribing and use of generic drugs. In particular, a number of countries have established motives and counter-motives for medical practitioners and pharmacists, as well as users and patients.

The measure on prescribing by international non-proprietary name and mandatory substitution that requires pharmacists to substitute a lower-priced generic product for the brand name drug is now amid a public debate, since this is included in the Memorandum. The conference aims at discussing all aspects of this issue and the risks for the Greek pharmaceutical industry.

06.03.2013  
Athenaeum  
InterContinental

 **generics**  
conference  
2013

[www.ethosmedia.eu](http://www.ethosmedia.eu)

If prescribing by international non-proprietary name is adopted, it could shift prescribing towards original medications without generic counterparts; in this manner, substitution could lead to increasing expenditure. Moreover, such a policy could possibly benefit the imports of generics from countries such as China and India, and this could harm domestic production.

On a global level, most countries have published specific prescribing instructions. Generally, these instructions are not binding on medical practitioners. On the other hand, they are used by medical practitioners as ancillary when prescribing. In most cases, the instructions encourage the medical practitioners to prescribe the most appropriate and affordable treatment options in each case.

The effective implementation of prescribing instructions and treatment protocols requires an electronic prescribing system and programmes that provide accurate information to medical practitioners, pharmacists and patients about the financial and treatment benefits from appropriate prescribing. All these should also become an objective for Greece.

**Panel 3: *Procurement of generic drugs in public hospitals: Tenders, negotiations, electronic auctions.***

Tenders are a common way of procuring drugs to be used in hospitals, and recently in some countries tenders are also used to procure non-hospital drugs, mainly for primary care.

These tenders for hospital and non-hospital drugs, and negotiations and agreements of turnover-price or turnover-discount, or risk-sharing agreements could save resources without affecting healthcare quality and access.

However, it is necessary that these be made in selected drug classes in order to encourage competition and prevent monopolies. Tenders should be carried out not only on the basis of the price, but also the effectiveness, safety, cost-benefit ratio and treatment innovation, and reliability of suppliers.

The experience of other countries show that tenders can bring unexpected results, if the aforementioned criteria are not followed. In Greece, over the last two years, the Committee of Health Supplies has tried to introduce electronic auctions for the procurement of active ingredients at the national healthcare system (ESY). However, the procurement procedures have not been completed yet.

06.03.2013  
Athenaeum  
InterContinental



**generics**  
conference  
2013

[www.ethosmedia.eu](http://www.ethosmedia.eu)

**Panel 4: *Zero hour for the Greek pharmaceutical industry. What policies are required for strengthening domestic drug production?***

The Greek pharmaceutical industry is facing a rather suffocating environment. The accumulated debts at the healthcare sector in conjunction with the measures to cut public pharmaceutical spending have led many Greek companies to a dead-end.

Yet over the last years, the Greek pharmaceutical industry is a sector with a dynamic development. The member companies of the Hellenic Association of Pharmaceutical Companies employ more than 8.500 employees and their products are exported to more than 80 countries around the world.

The conference will discuss the motives that should be provided in order to implement investments, develop and promote the generic drug industry. It is also necessary to create an appropriate legal framework and environment that would promote the exports of generic drugs.

The promotion of generic drugs could be further advanced by implementing particular measures and interventions that would improve the approval time and cost of generic drugs.

06.03.2013  
Athenaeum  
InterContinental



www.ethosmedia.eu

## THE AUDIENCE

In order to assure a high-level audience, the participating delegates have been invited by the organizers or the sponsoring companies, while only a restricted number of company and individual participations will be available. The sponsoring companies and the organizers will work together on the selection of a specialized high-level audience including Greek and foreign businesspersons. The delegates will have the opportunity to participate in discussion panels and workshops, as well as to meet and engage with a unique network of professionals and experts of the pharmaceutical sector during the conference breaks and meals.

The conference audience includes the following:

- ✓ **Senior executives from pharmaceutical companies**
- ✓ **Executives from the medical equipment industry**
- ✓ **Executives from pharmaceutical warehouses**
- ✓ **Doctors**
- ✓ **Ministry representatives**
- ✓ **Managers of medical and pharmaceutical organisations**
- ✓ **Managers of public and private hospitals**
- ✓ **Senior executives from insurance organisations in the public and private sectors**
- ✓ **Executives of healthcare regions**
- ✓ **Managers of the national healthcare system (ESY)**
- ✓ **Academics**
- ✓ **Journalists**

**The organiser company is committed *inter alia* to:**

- ✓ Communicating-promoting the conference through the newspaper ***Asfalizomai*** (free press with a circulation of 70.000 copies across Greece), the magazines ***Hrima, Ph.b (Pharma & Health Business Magazine)*** and ***Insurance World***, the e-magazine ***Hrima Week***, the e-portal ***insuranceworld.gr***, as well through the communication sponsors of the Conference.
- ✓ Using the extensive database of Greek business people and companies to select the appropriate audience.
- ✓ Sending personal invitations to the invitees on behalf of the sponsoring companies.
- ✓ Creating a list for managing and confirming the invitees' participation.

06.03.2013  
Athenaeum  
InterContinental



www.ethosmedia.eu

## THE ORGANISERS

### **ETHOS MEDIA A.E.**

Ethos Media S.A. is a company with domestic and international presence that operates in the domain of magazine and newspaper publishing, the Internet (portals, websites, electronic newsletters), as well as in the design, production and organisation of business conferences and meetings.

In particular, the **publications** of Ethos Media include the following business magazines and newspapers: **Hrima**, a financial and investment magazine; **Ph.B (Pharma & Health Business)**, a magazine on health care and pharmaceutical policy; **Insurance World**, an insurance magazine; and **Asfalizomai**, a free press newspaper. Ethos Media also operates the insurance portal **insuranceworld.gr**, the weekly electronic newspaper **Hrima Week**, and the website [www.hrima.gr](http://www.hrima.gr). Lastly, one of the strongest and most important brands of Ethos Media are the renowned **Money Conferences** as well as the **meetings on private insurance** that are organized throughout the year in various large cities in Greece.



06.03.2013  
Athenaeum  
InterContinental

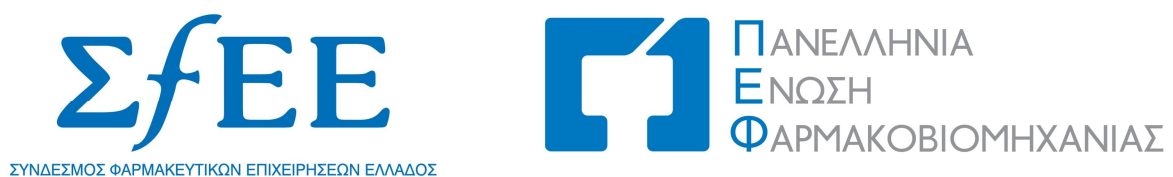
**generics**  
conference  
2013

www.ethosmedia.eu

**PREVIOUS MONEY CONFERENCE SPONSORS 2008-12**



**PREVIOUS MONEY CONFERENCE AUSPICES 2008-12**



**PREVIOUS MONEY CONFERENCE COMMUNICATION SPONSORS 2008-12**



06.03.2013  
Athenaeum  
InterContinental



generics  
conference  
2013

www.ethosmedia.eu

## SPONSORSHIP PROGRAMME

### FOUNDING SPONSOR (45.000€ + VAT)

- ✓ Founding sponsor will be acknowledged as co-organiser of the conference.
- ✓ Founding sponsor executive will be the plenary speaker at the conference.
- ✓ Founding sponsor executive may give a 15-minute talk at the conference.
- ✓ Founding sponsor executive may participate in a conference panel discussion.
- ✓ Founding sponsor may organise a 30-minute workshop.
- ✓ Founding sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Founding sponsor logo will be displayed in a highly prominent position on all printed and electronic conference promotional materials.
- ✓ Founding sponsor senior executive may give an interview to *HRIMA* magazine (including magazine cover).
- ✓ Founding sponsor senior executive may give an interview to *Insurance World* or *Pharma & Health Business* magazines.
- ✓ Founding sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Founding sponsor is entitled eighty (80) invitations to the conference.
- ✓ Founding sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### PLATINUM SPONSOR (30.000€ + VAT)

- ✓ Platinum sponsor executive may give a 15-minute talk at the conference.
- ✓ Platinum sponsor executive may participate in a conference panel discussion.
- ✓ Platinum sponsor may organise a 30-minute workshop.
- ✓ Platinum sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Platinum sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Platinum sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Platinum sponsor is entitled sixty (60) invitations to the conference.
- ✓ Platinum sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

06.03.2013  
Athenaeum  
InterContinental



[www.ethosmedia.eu](http://www.ethosmedia.eu)

### **GOLD SPONSOR (20.000€ + VAT)**

- ✓ Gold sponsor executive may participate in a conference panel discussion.
- ✓ Gold sponsor may organise a 30-minute workshop.
- ✓ Gold sponsor may set up a 3m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Gold sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Gold sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Gold sponsor is entitled forty (40) invitations to the conference.
- ✓ Gold sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **PANEL SPONSOR (12.500€ + VAT)**

- ✓ Panel sponsor executive may give a 10-minute talk at the conference.
- ✓ Panel sponsor executive may participate in a conference panel discussion.
- ✓ Panel sponsor may organise a 30-minute workshop.
- ✓ Panel sponsor may set up a 2m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Panel sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Panel sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Panel sponsor may be entitled twenty (20) invitations to the conference.
- ✓ Panel sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **SILVER SPONSOR (10.000€ + VAT)**

- ✓ Silver sponsor may set up a 2m x 2m kiosk at the exhibit area (lobby) of the conference.
- ✓ Silver sponsor logo will be displayed in a prominent position on all printed and electronic conference promotional materials.
- ✓ Silver sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Silver sponsor may be entitled twenty (20) invitations to the conference.
- ✓ Silver sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

06.03.2013  
Athenaeum  
InterContinental



[www.ethosmedia.eu](http://www.ethosmedia.eu)

### **BRONZE SPONSOR (5.000€ + VAT)**

- ✓ Bronze sponsor may set up a display table for distributing promotional materials at the exhibit area (lobby) of the conference.
- ✓ Bronze sponsor logo will be displayed on all printed and electronic conference promotional materials.
- ✓ Bronze sponsor may provide promotional materials to be inserted in the conference bag.
- ✓ Bronze sponsor is entitled ten (10) invitations to the conference.
- ✓ Bronze sponsor will receive a detailed conference summary report (including the list of participants) after the end of the conference.

### **DISTINGUISHED CORPORATE PARTICIPATION (3.000€ + VAT)**

- ✓ Company may provide promotional materials to be inserted in the conference bag.
- ✓ Company logo will be displayed on conference materials (ads, invitations, banners, main stage backdrop, etc).
- ✓ Company is entitled ten (10) invitations to the conference.
- ✓ Company will receive a conference summary report after the end of the conference.

### **CORPORATE PARTICIPATION (1.500€ + VAT)**

- ✓ Company may provide promotional materials to be inserted in the conference bag.
- ✓ Company logo will be displayed on conference materials (ads, invitations, banners, main stage backdrop, etc).
- ✓ Company is entitled five (5) invitations to the conference.
- ✓ Company will receive a conference summary report after the end of the conference.

### **INDIVIDUAL PARTICIPATION (300€ including VAT)**

- ✓ Conference attendance
- ✓ Printed conference materials
- ✓ Coffee breaks
- ✓ Lunch break
- ✓ Certificate of Attendance (upon request)
- ✓ Conference conclusions (including speaker presentations, photographs and videos)

06.03.2013  
Athenaeum  
InterContinental



www.ethosmedia.eu

## COMPARATIVE TABLE OF SPONSORSHIPS

Sponsorship benefits	Founding Sponsor (€45.000)	Platinum Sponsor (€30.000)	Gold Sponsor (€20.000)	Panel Sponsor (12.500)	Silver Sponsor (€10.000)	Bronze Sponsor (€5.000)	Distinguished Corporate Participation (€3.000)	Corporate Participation (€1.500)
Plenary speaker	√	X	X	X	X	X	X	X
Keynote speaker	√	√	X	√	X	X	X	X
Speaker at panel discussion	√	√	√	√	X	X	X	X
Case Study or Workshop Organisation	√	√	√	X	X	X	X	X
Exhibition kiosk at the conference venue	3 X 2 τ.μ	3 X 2 τ.μ	2 X 2 τ.μ	2 X 2 τ.μ	2 X 2 τ.μ	τραπέζι	X	X
Sponsor exposure on conference promotional materials	√	√	√	√	√	√	√	√
Sponsor exposure at conference venue	√	√	√	√	√	√	√	√
Cover and interview in <i>HRIMA</i> magazine	√	X	X	X	X	X	X	X
interview in <i>PhB</i> magazine	√	X	X	X	X	X	X	X
Promotional materials in conference bag	√	√	√	√	√	√	√	√
Number of invitations	80	60	40	20	20	10	10	5
Number of online invitations	80	60	40	20	20	10	10	5
Conference summary report	√	√	√	√	√	√	√	√

06.03.2013  
Athenaeum  
InterContinental



www.ethosmedia.eu

## COMMUNICATION

For enquiries related to **sponsorships**, please contact:

### **Konstantinos Ouzounis**

CEO, Ethos Media SA

T.: (+30) 210 998 4864

E-mail: [ouzounis.k@ethosmedia.eu](mailto:ouzounis.k@ethosmedia.eu)

### **George Melitsiotis**

Advertising Manager, Ethos Media SA

T: (+30) 210 998 4908

E-mail: [melitsiotis.g@ethosmedia.eu](mailto:melitsiotis.g@ethosmedia.eu)

### **Ranto Manologou**

Advertising Executive, Ethos Media SA

T: (+30) 210 998 4863

E-mail: [manoglou.r@ethosmedia.eu](mailto:manoglou.r@ethosmedia.eu)

### **Loretta Boura**

Advertising Manager, Ethos Media SA

T: (+30) 210 998 4902

E-mail: [boura.l@ethosmedia.eu](mailto:boura.l@ethosmedia.eu)

---

For enquiries related to the **conference programme**, please contact:

### **Aimilios Negis,**

Program Manager

T: (+30) 210 998 4950

### **Sofia-Afroditi Voulgaraki**

Communication & P.R. Manager, Ethos Media S.A

T: (+30) 210 998 4901

E-mail: [voulgaraki.s@ethosmedia.eu](mailto:voulgaraki.s@ethosmedia.eu)

### **Athina Fradelou**

Marketing & P.R. Manager, Ethos Media S.A.

T: (+30) 210 998 4905

E-mail: [fradelou.a@ethosmedia.eu](mailto:fradelou.a@ethosmedia.eu)

---

For enquiries related to the **registration of delegates**, please contact:

### **Konstantinos Salvarlis**

Conferences Manager, Ethos media S.A

T: (+30) 210 998 4909

E-mail: [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu)

06.03.2013  
Athenaeum  
InterContinental



generics  
conference  
2013

www.ethosmedia.eu

## PARTICIPATION FORM

### COMPANY DETAILS

Company Name:

Address: \_\_\_\_\_ Post Code: \_\_\_\_\_ City: \_\_\_\_\_

Business activity:

VAT Registration No: \_\_\_\_\_ Tax Office: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Communication officer:

An invoice will be issued and sent to the above details. For individual participations a tax receipt will be issued. All individual participants should write their First and Last Name in the "Company Name" box.

### PARTICIPANT DETAILS

Last Name	First name	Position	Telephone	E-mail

### PARTICIPATION FEE AND BENEFITS

The participation fee includes the following benefits for delegates:

- Conference Attendance
- Printed conference materials
- Coffee breaks
- Lunch break
- Certificate of Attendance (upon request)
- Conference conclusions (including speaker presentations, photographs, and videos)

Individual Participation

**300 €**

Fees are included 23% VAT

**TOTAL (VAT INCLUDED):**

06.03.2013  
Athenaeum  
InterContinental



generics  
conference  
2013

www.ethosmedia.eu

### **Registration Procedure:**

To register your participation, please fill out this form and send it via:

- **Fax at (+30) 210 9984953, for the attention of Konstantinos Salvarlis**
- **E-mail to [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu)**

### **Methods of Payment:**

By **Bank transfer** to one of the following bank accounts of Ethos Media:

- **PIRAEUS BANK**, IBAN : GR51 0172 0280 0050 2804 1137 461
- **NATIONAL BANK OF GREECE**, IBAN : GR46 0110 0890 0000 0894 7027 192

To confirm your participation, please send the **proof of deposit** via **Fax: (+30) 210 9984953, for the attention of Mr. Konstantinos Salvarlis** or via email to [salvarlis.k@ethosmedia.eu](mailto:salvarlis.k@ethosmedia.eu) and state your **company name**.

### **Cancellation policy:**

- If you have registered to participate but are unable to attend, you may send another person in your place at no additional charge.
- If cancellation takes place two days prior to the conference, you will be charged 50% of the participation fee.
- If cancellation takes place one day prior to the conference, no refund can be made.
- If you would like to cancel your participation, you should inform us in writing.

Signature – Applicant's first and last name

Seal - Date