



EUROPEAN COMMISSION
 ENTERPRISE AND INDUSTRY DIRECTORATE-GENERAL
 Consumer Goods and EU Satellite navigation programmes
 Director

Brussels, 21 JUN 2010

Subject: Invitation to a meeting on the process on corporate responsibility in the field of pharmaceuticals

I would like to invite you to participate in a meeting aimed at presenting **the process on corporate responsibility in the field of pharmaceuticals** that our Directorate General is to launch this autumn.

The G10 (2001-2002) and the Pharmaceutical Forum¹, two high level initiatives with Member States and stakeholders have demonstrated the value of **discussion platforms on challenging issues in the field of pharmaceuticals**. These two processes have successfully led to a better understanding and mutual respect between all the interested parties and also to the adoption of policy recommendations. On the basis of the previous experiences, Vice-President Tajani committed during his hearing at the European Parliament, to launching a **new process on corporate responsibility in the field of pharmaceuticals**: it is now necessary to bring the various parties towards the implementation of concrete initiatives confirming the sector's contribution to society.

The control of health expenditure by public authorities will be more pressing in the years to come and thus impacting access by patients to pharmaceuticals. At the same time, **transparency and ethical principals** are becoming crucial in the daily practices of both private and public institutions. Pharmaceutical companies should engage more closely with governments and civil society to ensure a **better alignment of their strategies with public health needs**.

Therefore, this process will be based on a dual interest to the **industrial** components (promotion in the long-term of the competitiveness of the European pharmaceutical industry) as to the **societal** ones (enhancing access to medicines and developing ethics and transparency) of the sector. A special attention will also be paid to **developing countries** and in particular to Africa.

¹ <http://ec.europa.eu/pharmaforum/>

The process is planned to be officially launched this autumn, during the Belgium Presidency Conference on Access and Solidarity organised in Brussels on 23 and 24 September 2010.

Before its official launch, we are pleased to invite you for a presentation of this initiative which will take place on 20 July from 09.00 to 11.00 in the meeting room BREY 14/79.

As your organisation represents public interests, the European Commission will cover travel and accommodation expenses of your representative if needed.

Please kindly confirm to [REDACTED] ([REDACTED]@ec.europa.eu) if you intend to participate in the meeting. In the meantime, please feel free to contact [REDACTED] ([REDACTED]@ec.europa.eu) if you have any questions.

I look forward receiving the feedback on your interest to participate to the process and on your venue to the 20 July meeting,



Georgette Lalis

Cc: [REDACTED] (DG ENTR/F5)