



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

Brussels, 21 JUN 2010

NOTE FOR THE ATTENTION OF

MR. PETER BALAS, DEPUTY DIRECTOR-GENERAL, DG TRADE  
MR. ANDRZEJ RYS, DIRECTOR, DG SANCO C  
MS. FABIENNE ILZKOVITZ, DIRECTOR, DG COMP F  
MS. RUXANDRA DRAGHIA-AKLI, DIRECTOR, DG RTD F  
MR. RIERA FIGUERAS, DIRECTOR, DG DEV DGA B  
MR. GUIDO BERARDIS, DIRECTOR, DG MARKT E  
MR. FLORIN LUPESCU, DIRECTOR, DG INFSO H  
MR. PEDRO ORTUN SILVAN, DIRECTOR, DG ENTR I

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

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

The G10 (2001-2002) and the Pharmaceutical Forum, two high level initiatives with Member States and stakeholders have demonstrated the value of **discussions 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. Special attention will also be paid to **developing countries** and in particular to Africa.

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

Before its official launch, we are pleased to invite your team for a presentation of this initiative which will take place on 28 June from 17.00 to 18.00 in the meeting room BREY 14/79.

Please kindly confirm to [REDACTED]@ec.europa.eu) if your Directorate intends to participate in the meeting.

In the meantime, please feel free to contact [REDACTED] ([REDACTED]), Unit F/5 if you have any questions.



Georgette Lalis

Cc: [REDACTED] (DG ENTR F/5)  
[REDACTED] (DG ENTR I/2)  
[REDACTED] (DG SANCO C/5)  
[REDACTED] (SANCO C/6)  
[REDACTED] (DG SANCO C/8)  
[REDACTED] (DG DEV B/3)  
[REDACTED] (DG RTD F/1)  
[REDACTED] (DG RTD F/3)  
[REDACTED] (DG MARKT E/2)  
[REDACTED] (DG INFSO H/1)  
[REDACTED] (DG TRADE DGA2/F2)  
[REDACTED] (DG COMP F/TF1)