

Press Release

Driving Health and Growth in Europe: European Pharmaceutical Trade Body EFPIA Sparks Discussion with #HealthyEU Conference

(15 October 2014 – Brussels): EFPIA is pleased to announce today the successful conclusion of its first #HealthyEU Conference: *Health Driving Growth in Europe*. The aim of the event was to advance the conversation for boosting health and economic growth for Europe.

EFPIA President and Sanofi CEO, Chris Viehbacher, provided opening remarks, emphasising the importance of the event's mission: "Health has the potential to serve as a key enabler of a productive European economy. The programme of President-elect Jean-Claude Juncker "A new start for Europe" offers a compelling vision for the future and a renewed call for partnership between Union institutions and Member States. The European biopharmaceutical industry, which invests over 30 billion Euros per year in R&D and is one of Europe's largest exporters, can support a new start for Europe through a strong contribution to the health of Europeans and to the growth of our European economy."

Richard Bergström, Director General of EFPIA, stated: "Quality healthcare can help keep people in work longer, can reduce absenteeism and, since Europe is one of the world's leading regions in healthcare industries, directly generate economic value. It's important to recognise this potential, and discuss how we can best tap into it. Now, as new European leaders and policymakers begin their work to improve Europe's future, is the time to get the discussion going."

With former Belgium Prime Minister and MEP Guy Verhofstadt as the keynote speaker, the event featured a high-level panel chaired by Andrew Ward, Pharmaceutical Correspondent for the Financial Times. Panelists included representatives from the OECD Health Division and the WHO/Europe Observatory on Health Systems and Policies.

In June of this year, EFPIA launched its "Health and Growth" strategy for Europe, outlining its vision for an innovative collaborative approach towards a stronger, healthier EU – with a strong life sciences strategy at its core.

Photos and video footage of the public conference will be made available on the EFPIA website, www.efpia.eu.

The conversation can continue on Twitter – follow @EFPIA and use the hashtag #HealthyEU to make your voice heard.

About EFPIA

EFPIA represents the pharmaceutical industry operating in Europe. Through its direct membership of 33 national associations and 40 leading pharmaceutical companies, EFPIA provides the voice of 1,900 companies committed to researching, developing and bringing new medicines to improve health and quality of life around the world. The pharmaceutical industry invests €30.6 billion on research and development per year in Europe and directly employs 690,000 people including 115,000 in R&D units in Europe.

EFPIA members are committed to delivering innovative medicines to address unmet needs of patients and reducing the burden of chronic diseases for Europe's ageing population. EFPIA believes in close cooperation with its stakeholders to help create sustainable healthcare systems and to develop prompt responses to health threats in Europe.

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