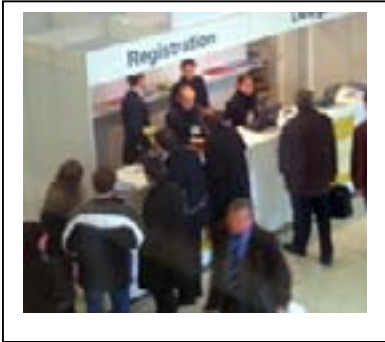




European Pharmaceutical Law Group

## PHARMtechexpo 2005



With growth rates averaging 16% per annum over the last five years (source: IMS Health) the pharmaceutical markets in Central and Eastern Europe are experiencing twice the rate of growth of the EU 15 countries over the same period. Following the expansion of the European Union in May 2004 it is now the newly acceded countries which offer the best growth opportunities to pharmaceutical manufacturers. In four of the eight accession countries in Central and Eastern Europe the market leading pharmaceutical manufacturer is still a local

player, in spite of recent trends away from generic to patent-protected drugs. As demand for a wider range of products increases throughout the region, the nature of the challenges facing pharmaceutical manufacturers also changes. While issues of quality assurance, manufacturing efficiency and environmental regulation remain essential there is a constant requirement for pharmaceutical companies to keep up to date with the latest regulations, technologies and solutions available in Central and Eastern Europe.

The annual PHARMtechexpo and conference serves the business information requirements of the industry by creating a truly effective market-place for the latest products and services to assist the region's pharmaceutical manufactures.

### **An Informative and Practical Conference Programme**

The multi-streamed conference programme was structured to meet the needs of pharmaceutical manufacturers from across the market. Ruth Abbott, Conference Producer said *"There was an effective mix of topics leading to many fruitful discussions. The key areas included Parallel Trade, the Growing Threat of Counterfeit Medicines and The Changing Role of QM and we were also able to hear new ideas in an interesting conference on Direct-to-consumer advertising vs. Therapeutic Information Direct to the Citizen, from Eupharlaw's CEO, Nuria Amarilla"*.