



**Personal Invitation to DIA-EFPIA Info Day
Future-Proofing the EU Regulatory Framework**

Monday, 28 March 2022, 12:00-18:00 CET

Dear Sir or Madam,

DIA and EFPIA are pleased to invite you to an **interactive in-person event on Monday, 28 March 2022 at 12:00-18:00 CET at Renaissance Brussels Hotel, Rue du Parnasse 19, 1050 Bruxelles.**

As the European Union reviews its pharmaceutical policy framework, **we must seize the once in a lifetime opportunity** to create an attractive innovation ecosystem for the next generation of medicines, diagnostics and vaccines. By joining this **free event**, you will have a unique chance to dive into the drug development through an interactive simulation.

The Biopharma Innovation Model is a simulation that allows participants to assume the role of CEO as they make important decisions for a fictitious biopharmaceutical company. These decisions include assessing the disease burden, the clinical and potential economic benefit of fictitious drug products, setting prices for the products, and making go/no-go decisions based on the outcomes of clinical studies and policy developments. As you follow your investments along the lengthy and inherently risky road from lab to patients, you will encounter many of the issues that characterize today's biopharmaceutical landscape and negotiations between governments and companies.

Questions to Be Answered:

- What influences biopharmaceutical companies' investment decisions?
- Why are there areas where limited treatments are available?
- How are prices of new therapies set?
- What role do patents and regulatory incentives play in fostering innovation?
- What role does the EU regulation play in developing medicines pre and post approval?
- How we can future-proof the EU framework to ensure Europe is at the forefront in the development of the next generation of treatment?

Draft Agenda:

- 12.00-12.45** Registration of participants and light lunch
- 12.45-13.00** Introduction to the event by the hosts (EFPIA and DIA)
- 13.00-15.00** The Biopharma Innovation Model – interactive simulation (Dolon)
- 15.00-15.30** Coffee Break
- 15.30-17.00** Interactive session with expert panel and participants: All you wanted to ask about the medicine's development and EU regulatory and legal framework
- 17.00-17.30** Keynote Speech & Closing remarks by Dr. Cristian-Silviu BUȘOI, Member of the European Parliament, Chair of the Committee on Industry, Research and Energy & Nathalie MOLL, EFPIA Director General
- 17.30-18.00** Reception

Free Registration:

Register before the 14th of March 2022 to attend the Info Day.

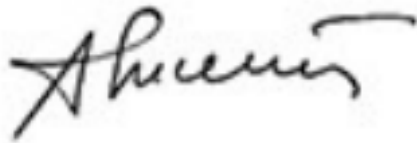
Please note that the places are limited due to the continued care we take for your health and safety in presence of COVID-19. Your participation will be confirmed promptly after the registration deadline via an email.

[REGISTER NOW](#)

Complimentary Registration for DIA Europe 29-31 March:

The organizers are happy to invite all policymakers who attend this Info Day to also attend the full DIA Europe Conference, for free. DIA Europe will take place in Brussels, 29-31 March, providing a unique opportunity to talk to all stakeholders about advancing health priorities in Europe. [CLICK HERE](#) to see the programme. You will receive an email confirming your free registration for DIA Europe 2022 on the same day you receive the confirmation of your registration for this Info Day.

On behalf of organizers:



Ania Mitan
SVP and Managing Director,
DIA EMEA DIA



Nathalie Moll Managing
Director EFPIA

About DIA: Founded in 1964, DIA (Drug Information Association), DIA is a global association that mobilizes life science professionals from across all areas of expertise to engage with patients, peers and thought leaders in a neutral environment on the issues of today and the possibilities for tomorrow.

About EFPIA: The European Federation of Pharmaceutical Industries and Associations (EFPIA) represents the biopharmaceutical industry operating in Europe. Through its direct membership of 36 national associations, 39 leading pharmaceutical companies and a growing number of small and medium-sized enterprises (SMEs), EFPIA's mission is to create a collaborative environment that enables our members to innovate, discover, develop and deliver new therapies and vaccines for people across Europe, as well as contribute to the European economy.

[DIA Email Preference Center](#)



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