

Third International Pharmaceutical Regulatory and Compliance Congress and Best Practices Forum

May 28,29, 2009 - Rome

DAY 1 : Track III

Industry and Corporate Standards – Consolidating
harmonization and Practical Implementation of Codes.

From the Pharmaceutical Company point of view.

Dominique Laymand: Senior Director Compliance & Ethics
EMEA. (Europe, Middle-East, Turkey, Russia & Africa).

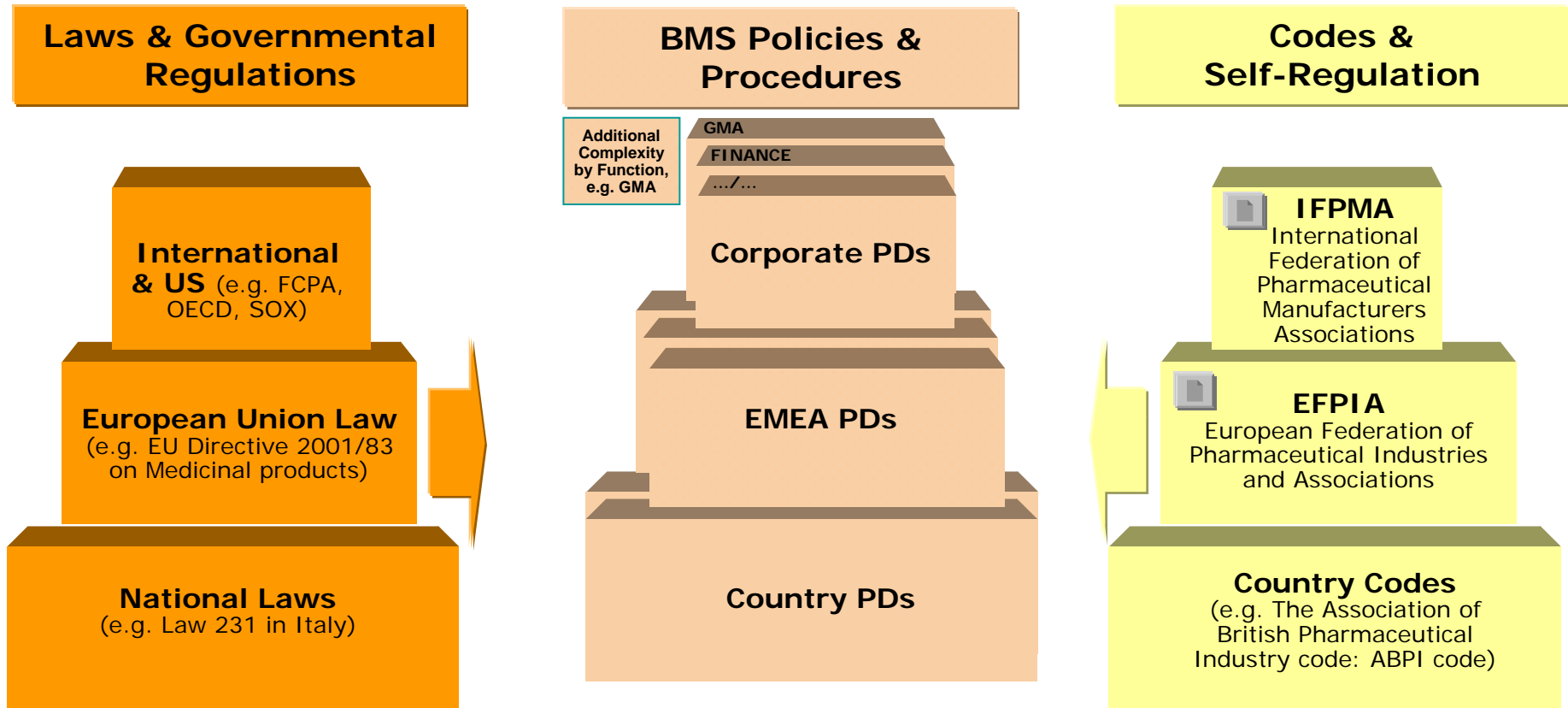
Industry and Corporate Standards

Consolidating harmonization and Practical Implementation of Codes.
From the Pharmaceutical Company point of view.

As a Pharmaceutical Company, what are the Challenges we currently face the more often:

- How to deal with Industry and Corporate Standards complex International landscape ?
- How to deal with International activities in this complex context ?

Industry and Corporate Standards International Landscape



Compliance context in EMEA

How to deal with some international activities ?

- **What are the main current challenges for organising**
 - International Congresses
 - International meetings with HCPs (Advisory Boards, Speaker trainings, etc...)
- **Some recent challenges examples**
 - Application of various codes
 - Hospitality recent concerns
- **Examples of Pharmaceutical Company (BMS) approach in Europe for such challenges**
 - A meal during an International Advisory Board
 - Contacts with EFPIA, IFPMA, some local PHARMA Associations and Congresses Organisers for addressing Hospitality concerns

In Conclusion

- Fair Competition is not about Compliance Competition
- Pro-active contribution to codes enforcement place all Industry at a competitive advantage and remove the risks of getting sanctions and damaging the companies and whole Pharmaceutical Industry image and reputation.