

EU Annual Compliance & EFPIA Compliance Initiatives Update

**Richard Bergstrom
Sue Egan
Dave O'Shaughnessy**

14th May 2012

**CSR Platform –
“Sunshine” Provisions**

EFFPIA

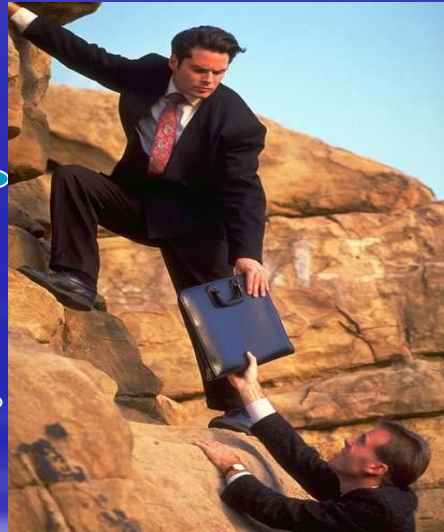
**Congresses, CME . . .
tighter controls**

The Present ?

**Auditing &
Monitoring**

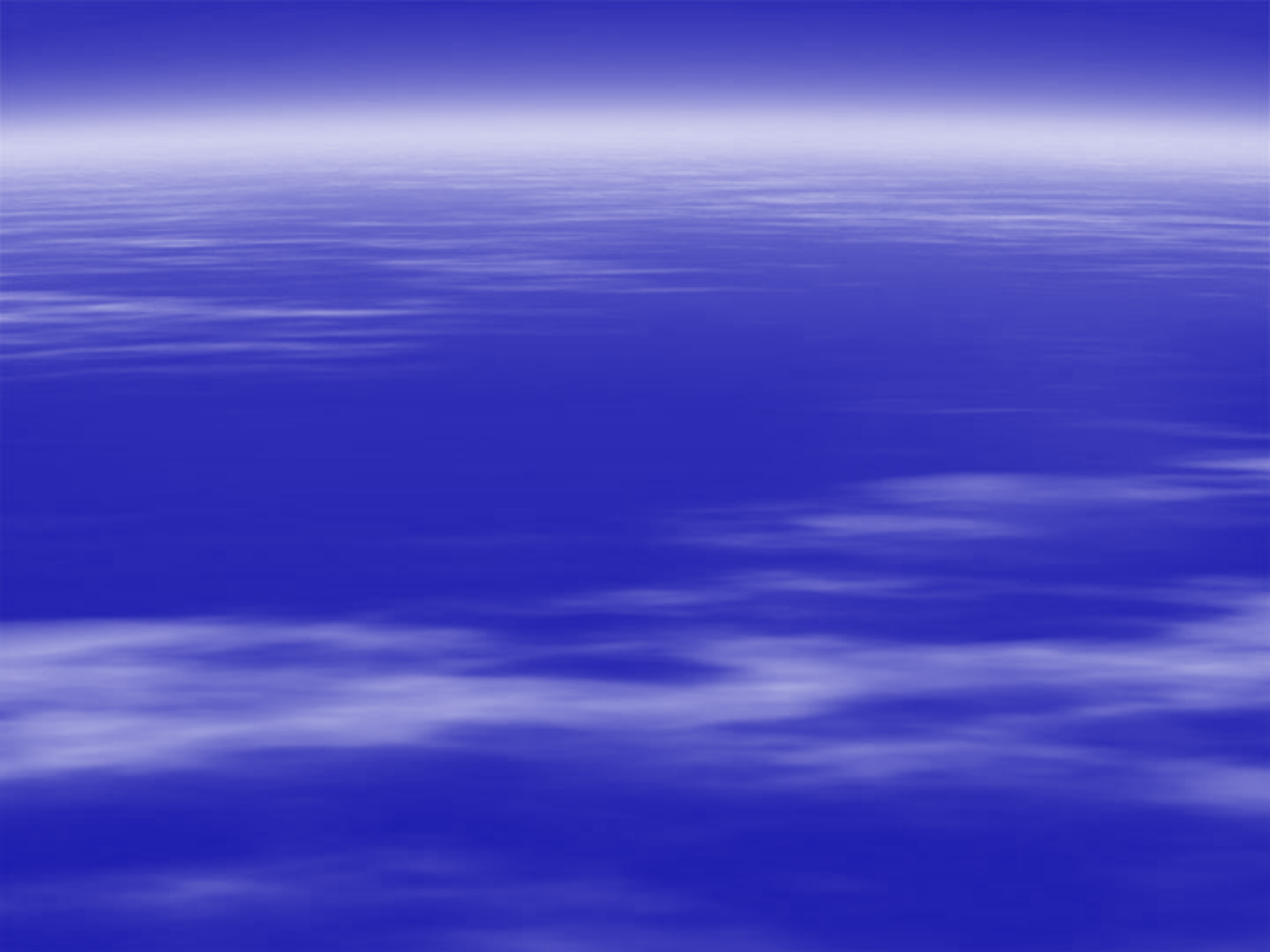
Transparency

**Values vs.
Rules-based
approaches**



Bribery and Corruption

**Regulation vs.
Self-regulation**



The Future ?

**Auditing &
Monitoring**



Transparency

**Values vs.
Rules-based
approaches**

Bribery and Corruption

**Regulation vs.
Self-regulation**