



International Pharma Congress

Vision and Overview

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2011-2012 – Some key trends

- ◆ **Sustained scrutiny on Healthcare sector**
- ◆ **Codes revision (EFPIA, IFPMA, MEA, Country codes)**
- ◆ **New regulations, e.g.:**
 - **Antibribery (UK, Russia)**
 - **Transparency**
 - **Conflict of interests**
- ◆ **Third Parties Compliance Monitoring**

2012 and Beyond Vision

- ◆ **Continued scrutiny on Healthcare sector**
- ◆ **Focus on Ethics to support Compliance programs and Industry Culture**
- ◆ **Sustainable trustful reputation for the Healthcare sector**