



# Social Media Toolkit



# 32<sup>nd</sup> Annual CONFERENCE

DIVANI CARAVEL HOTEL, ATHENS

10 – 11 JUNE 2026

# Social media toolkit

## #MedsforEU26

### JOIN US

for the 32<sup>nd</sup> Medicines for Europe **Annual Conference 2026 (#MedsforEU26)** which will take place in Athens on **10–11 June 2026!**

**#MedsforEU26** will bring together industry leaders, policymakers, and healthcare stakeholders to discuss how the off-patent medicines industry represents a **strategic partner for Europe**. Participants will engage in debates on competitiveness, off-patent innovation, access to medicines, and the impact of EU policy and environmental regulations, with opportunities to connect with key players shaping Europe's healthcare future.

### How can I engage with the #MedsforEU26?

- Make sure you follow us on our Social Media accounts.  
LinkedIn: [Medicines for Europe](#)  
Twitter: [@medicinesforEU](#)
- Like, share, and comment on the related content.
- Create your own content or take inspiration from some of the posts listed in this toolkit

### Our sessions will be:

- The off-patent medicines industry – a strategic partner for Europe
- The off-patent medicines industry – a strategic partner for jobs and growth
- The off-patent industry – a strategic partner for more coherent policies
- The off-patent medicines industry – a strategic partner for health security
- The off-patent medicines industry – a strategic partner for patient access
- The off-patent medicines industry – a strategic partner in uncertain times

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 medicines  
for europe  
better access. better health.

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### Useful links

Event page – <https://www.medicinesforeurope.com/events/annual26/>

Registration link – <https://www.medicinesforeurope.com/events2026/annual2026reg.htm>

Programme – <https://shorturl.at/hVwK1>

Factsheets – <https://shorturl.at/4lgGx>

Infographics – <https://shorturl.at/cLklc>

We recommend using some of the suggested hashtags below when you are referring to the online campaign:

## #MedsforEU26

If you would like to add some colour to your posts, please find some useful emojis below:

-  Pharma, Generic Medicines
-  Biosimilar Medicines
-  Value Added Medicines
-  Save the date, Register
-  Access
-  Supply chain
-  Industry
-  Healthcare, Research
-  Innovation
-  AMR

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## Medicines for Europe SoMe plan

Date	Text	Visual
10/04 General promotion	<p>EU How is the off-patent medicines industry a strategic partner for Europe?</p> <p>We are more than happy to invite you to our Annual Conference 2026, where we will explore the critical role of the off-patent medicines sector in the EU health and industrial agendas.</p> <p> 10–11 June 2026</p> <p> Athens, Greece</p> <p>Industry leaders, EU policy-makers and authorities, as well as key healthcare stakeholders will come together to discuss:</p> <ul style="list-style-type: none"><li> Economic impact &amp; strategic autonomy of the off-patent medicines industry</li><li> Driving innovation &amp; manufacturing through EU initiatives, including the Biotech Act</li><li> Ensuring equitable access to medicines via policy &amp; procurement reforms</li><li> Navigating upcoming environmental regulations</li></ul>	

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💡 Strategic approaches to boost Europe's competitiveness in off-patent medicines

Don't miss this opportunity to connect and contribute to EU health, industry, and environmental policies!

➔ Register here:  
<https://shorturl.at/Ndx7q>

16/04  
Session 1

🌐 How can Europe strengthen its health security and ensure access to off-patent medicines?

Our Annual Conference 2026 will kick off with a high-level panel reflecting on the role of the off-patent medicines industry as a strategic partner for Europe.

EU We are currently at a decisive moment to meet key goals: reinforcing health security, ensuring equitable access, and restoring industrial competitiveness.

Our sector is indispensable in this equation, providing essential day-to-day treatments, supporting tens of thousands of high-quality jobs, and sustaining health systems.

Come and explore the political vision needed to build a secure, competitive,



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and pro-access pharmaceutical environment that recognizes the off-patent sector as a true partner in Europe's future.

➔ Register here for **#MedsforEU26**:  
<https://shorturl.at/Ndx7q>

22/04  
Session 2

How is the off-patent medicines industry driving jobs and economic growth across Europe? 🇪🇺

As our companies invest in digitalisation, manufacturing innovation, and skills, a strong partnership with the EU is key to supporting sustainable growth and global competitiveness.

At the Medicines for Europe Annual Conference 2026, we'll explore how the off-patent sector contributes to affordable healthcare and how collaboration on high-quality employment and economic growth strengthens the EU economy and related policies.

💬 Panelists will share practical insights on building a competitive, innovative, and future-proof industrial base, including lessons from other regions using public support, fiscal incentives, and long-term



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strategies to attract pharmaceutical manufacturing.

➔ Register here:  
<https://shorturl.at/Ndx7q>

27/04  
Session 3

To compete globally, the EU must support the competitiveness of its strategic industries. While initiatives like the Critical Medicines Act and the Biotech Act provide important momentum, conflicting policies, such as the Urban Wastewater Treatment Directive, can create challenges for the off-patent sector.

💡 Therefore, the question is: How can smarter policy coordination empower the off-patent industry to be a strategic partner for Europe?

📅 At our Annual Conference **#MedsforEU26**, we'll explore solutions to address these barriers and discuss how closer coordination between industrial, healthcare, and environmental policymaking can strengthen the sector's contribution to Europe's economy, sustainability, and healthcare system.

Join us and learn more about building a policy framework that supports

How can smarter  
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innovation, industrial competitiveness,  
and sustainable growth.

➔ Register here:  
<https://shorturl.at/Ndx7q>

12/05  
Session 4

What role do we play in building more  
resilient and secure healthcare systems  
across Europe?

🎯 The off-patent medicines sector helps  
ensure care continuity, support civil  
protection, and strengthen health security.  
From routine care to emergencies, we  
make sure patients get the treatment when  
and where they need it.

Come and explore at our Annual  
Conference **#MedsforEU26** how our sector  
represents a strategic partner for health  
security, as well as which policies are  
needed to support sustainable markets for  
off-patent medicines as bases for Europe's  
preparedness and resilience objectives.

We will discuss how procurement strategies  
and market reforms at EU and national  
levels can:

- ✓ Balance accessibility with supply  
security
- ✓ Incentivise resilience in medicines'  
supply chains

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✓ Ensure rapid responsiveness during health emergencies

➔ Register here:  
<https://shorturl.at/Ndx7q>

19/05  
Session 5

How can Europe ensure long-term access to off-patent medicines for all patients?

 From generics and biosimilars to value added medicines, we continue to deliver better outcomes for both patients, clinicians and health systems. Our sector is a key contributor in strengthening population health, helping treat more patients, earlier and more effectively.

However, growing pricing pressures and cost-focused policies threaten the long-term sustainability of this essential market putting competition, supply reliability, and future patient benefits at risk.

 At our Medicines for Europe (tag) Annual Conference 2026, explore with key experts how smarter demand-side policies, along with coherent pricing and reimbursement strategies, can protect and strengthen the industry's ability to deliver value, representing a strategic partner for patients all over Europe.

How can Europe ensure long-term access to off-patent medicines for all patients?



[medicinesforeurope.com/events/annual26](https://medicinesforeurope.com/events/annual26)

➔ Don't miss this important conversation: <https://shorturl.at/Ndx7q>

26/05  
Session 6

🌍 What role can Europe play in supporting the strategic off-patent medicines sector during uncertain geopolitical times?

Trade tensions, market fragmentation, and geopolitical uncertainty are reshaping the global environment. For companies in the off-patent medicines sector, navigating the intersection of politics and business is more critical than ever.

At **#MedsforEU26**, we will explore how Europe can create enabling conditions for its strategic industries, as well as how business leaders adapt to uncertainty, make investment decisions in a volatile system, and leverage evolving trade opportunities to drive job growth, competitiveness, and supply resilience.

➔ Register here:  
<https://shorturl.at/Ndx7q>

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03/06  
One-  
week-left  
reminder

 Happening next week! Our Annual Conference 2026 **#MedsforEU26** is just around the corner, join us to explore the vital role of the off-patent medicines sector as a strategic partner for Europe.

We are excited to welcome industry leaders, EU policymakers, authorities, and healthcare stakeholders to discuss key topics such as health security, resilient and robust supply chains, patient access, off-patent innovation, and sustainability.

 10–11 June 2026  
 Athens, Greece

Don't miss this opportunity to connect, exchange insights, and contribute to shaping the future of EU health, industry, and environmental policy.

 Secure one of the last spots:  
<https://shorturl.at/Ndx7q>

One week left!