



# Social Media Toolkit



## **Biosimilar Medicines** C O N F E R E N C E

HILTON AMSTERDAM AIRPORT SCHIPHOL

**7-8 MAY 2026**

# Social media toolkit

## #BIOS26

### JOIN US

We are excited to invite you to the **Medicines for Europe Biosimilar Medicines Conference (#BIOS26)** which will take place in Amsterdam at the Hilton Amsterdam Airport Schiphol on **7-8 May 2026!**

**#BIOS26** will bring together leading regulators, industry experts, and European institutions will come together to explore the future of biosimilars in a rapidly evolving healthcare and industrial landscape.

### How can You engage with the #BIOS26?

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

### Key topics will be:

- Global competitiveness and resilience: Leveraging the European biosimilar ecosystem
- Shaping a dynamic biologics market competition framework
- EU Biosimilar strategy: Synergies between horizon scanning and capacity building
- Care progression: Updating treatment pathways for the Biosimilar era
- Aligning on the latest paradigm shift in biosimilar regulatory science: leading with science
- Around the globe: Biosimilar regulatory framework developments
- Global regulatory perspective: Convergence as a driver for global access

# Biosimilar Medicines CONFERENCE

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### Useful links

Event page – <https://www.medicinesforeurope.com/events/bios26/>

Registration link – <https://www.medicinesforeurope.com/events2026/bios26reg.htm>

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

Factsheets – <https://shorturl.at/HJrfA>

Infographics – <https://shorturl.at/4rIK6>



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

**#BIOS26**

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

## Medicines for Europe SoMe plan

Date	Text	Visual
<p>25/03/26 General promotion</p>	<p> Can ambitious and competition-driven biotech policies unlock the full potential of biosimilar medicines in Europe?</p> <p>With the EU pharmaceutical legislation revision, the Critical Medicines Act, and the Biotech Act reshaping the healthcare landscape, biosimilar medicines policy now stand at the crossroads of access, sustainability, and industrial resilience.</p> <p>Our Biosimilar Medicines Conference 2026, taking place 7–8 May, will explore how strategic coalitions across value chains, geographies, and healthcare stakeholders can drive meaningful impact for patients, health systems, and society.</p> <p>We will tackle essential questions around:</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Market competition and access strategies</li> <li><input checked="" type="checkbox"/> Regulatory evolution and industrial competitiveness</li> <li><input checked="" type="checkbox"/> Health outcome improvements for Non-Communicable Diseases</li> <li><input checked="" type="checkbox"/> Navigating a rapidly evolving global</li> </ul>	

ecosystem

💡 Join us to shape the future of biosimilar medicines.

➔ Reserve your spot:  
<https://shorturl.at/u1b94>

30/03/26  
Session 1

🌐 How can Europe strengthen its biosimilar ecosystem while staying globally competitive?

Our Biosimilar Medicines Conference **#BIOS26** kicks off with a session on how Europe's evolving pharmaceutical and biotech policies are putting the biosimilar medicines industry at the center of discussions on competitiveness, intellectual property, manufacturing resilience, and market sustainability.

Together, we'll look at:

- ✦ Strategies to balance innovation incentives with effective competition
- ✦ Measures to ensure patient access while strengthening industrial resilience
- ✦ The role of policy in supporting a sustainable and competitive biosimilar ecosystem

How can Europe strengthen its biosimilar ecosystem while staying globally competitive?

 [medicinesforeurope.com/events/bios26](https://medicinesforeurope.com/events/bios26)

✦ Aligning innovation, regulation, and patient needs in a rapidly evolving global landscape

➔ Be part of the conversation shaping the future of biosimilars in Europe:  
<https://shorturl.at/u1b94>

03/04/26  
Session 2

📄 How can smart procurement and tendering drive a stronger and more sustainable biosimilar market?

Procurement and tendering practices play a key role in ensuring healthy competition, fair pricing and long-term sustainability for access to biosimilar medicines across Europe.

At our Biosimilar Medicines Conference **#BIOS26**, take part into shaping a competitive, resilient, and patient-focused biologics ecosystem by discussing:

- ✦ Impact of the Public Procurement Directive revision
- ✦ Insights from the Critical Medicines Act on procurement processes
- ✦ Strategies to create more sustainable biosimilar markets

➔ Register now:  
<https://shorturl.at/u1b94>

How can smart  
procurement and  
tendering drive a  
stronger and more  
sustainable  
biosimilar market?

 [medicinesforeurope.com/events/bios26](https://medicinesforeurope.com/events/bios26)

08/04/26  
Session 3

How can Europe turn the biosimilar opportunity into growing and lasting health and patient impact?

The EU Biosimilar Strategy relies on creating synergies between horizon scanning and capacity building to enable preparedness and ensure successful biosimilar adoption.

At **#BIOS26**, panelists from across the healthcare community will discuss:

- 🔧 Challenges in implementing effective biosimilar policies
- 🔧 Good practices for maximizing the impact of biosimilars
- 🔧 Strategies to align horizon scanning with capacity building

Join the conversation and help shape a bold, resilient and patient-centered biosimilar ecosystem across Europe.

➔ Reserve your spot:  
<https://shorturl.at/u1b94>

How can Europe turn the biosimilar opportunity into growing and lasting health and patient impact?

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13/04/26  
Session 4

How can biosimilar medicines transform treatment pathways and deliver better care for patients across Europe?

Join us at **#BIOS26** to explore how biosimilar policies are improving access to biologic therapies and enabling earlier interventions through awareness, empowerment and coordinated stakeholder efforts.

Discover how smart policy and collaboration can enhance patient outcomes, value, and sustainability in healthcare thanks to:

- 💡 Focus on the advent of biosimilar medicines in osteoporosis therapy
- 💡 Strategies to optimise treatment and reimbursement guidelines
- 💡 Approaches to lift inherited cost-containment restrictions limiting patient access to cost-effective biologic therapy

📅 7-8 May 2026  
📍 Amsterdam

➔ Reserve your spot:  
<https://shorturl.at/u1b94>

How can biosimilar medicines transform treatment pathways and deliver better care for patients across Europe?

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17/04/26  
Session 5

💡 What should one expect from the new era in biosimilar regulatory-science?

Aligning on the latest paradigm shift in biosimilar regulatory science entails exploring how global regulatory agencies are evolving their approach to biosimilar development.

Over the past year, there has been growing support for development without Comparable Efficacy Studies (CES), a tailored approach reflecting the latest scientific insights.

At our Biosimilar Medicines Conference 2026 **#BIOS26**, we will explore:


- ✓ Updates from leading international agencies
- ✓ Focus areas and friction points
- ✓ Global collaboration through ICH M18

➔ Don't forget to register!  
<https://shorturl.at/u1b94>



What should one expect from the new era in biosimilar regulatory-science?


 [medicinesforeurope.com/events/bios26](https://medicinesforeurope.com/events/bios26)

20/04/26  
Session 6

 What are the latest developments in international biosimilar regulatory frameworks?

At our upcoming Biosimilar Medicines Conference 2026 **#BIOS26**, explore the similarities and differences in national experiences, while invited international agencies share how they shape regulatory science and policy for biosimilar medicines.


 7-8 May 2026  
 Amsterdam

 Don't forget to register!  
<https://shorturl.at/u1b94>

What are the latest developments in international biosimilar regulatory frameworks?

 [medicinesforeurope.com/events/bios26](https://medicinesforeurope.com/events/bios26)

24/04/26  
Session 7

 What are the lowest hanging fruits on the way to regulatory convergence to unlock global access to lifesaving biologic medicines?

Regulatory fragmentation directly impacts patient access to affordable medicines, sometimes creating unnecessary barriers to treatment with lifesaving biologic therapies. At our Biosimilar Medicines Conference **#BIOS26**, a dedicated expert panel will discuss strategies to:

 Align regulations across regions

What are the lowest hanging fruits on the way to regulatory convergence to unlock global access to lifesaving biologic medicines?

 [medicinesforeurope.com/events/bios26](https://medicinesforeurope.com/events/bios26)

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- ✓ Enable global biosimilar development
- ✓ Enhance patient access while maintaining quality, safety, and efficacy
- ➔ Discover how regulatory alignment can transform biosimilar access worldwide: <https://shorturl.at/u1b94>

30/04/26  
One-week  
left  
reminder

🕒 One week to go! Don't miss **#BIOS26** – our 2026 Biosimilar Medicines Conference, where leading regulators, industry experts, and European institutions will explore the evolving regulatory landscape and its impact on patient access, competitiveness, and healthcare sustainability.

This year's programme will showcase how strategic partnerships across value chains, geographies and stakeholders can unlock the full potential of biosimilar medicines to deliver meaningful impact for patients, health systems, and society.

📅 7-8 May 2026  
📍 Amsterdam

➔ Reserve one of the last spots:  
<https://shorturl.at/u1b94>

One week left!

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