

Social Media Toolkit



24th Regulatory Affairs CONFERENCE

HILTON AMSTERDAM AIRPORT SCHIPHOL

26–27 FEBRUARY 2026



Social media toolkit

#RAC26

JOIN US

We are excited to invite you to the 24th **Medicines for Europe Regulatory Affairs Conference (#RAC26)** which will take place in Amsterdam on **26–27 February 2026!**

#RAC26 will bring together key stakeholders, including leading regulators, industry experts, and European institution officials, to engage in discussions and debates on the regulatory challenges and opportunities that lie ahead in the EU pharmaceutical landscape.

How can I engage with the #RAC26?

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

Key topics will be:

- Looking to the future – What changes can we expect in the pharmaceutical environment in the years ahead?
- How to move smoothly to modern way of accessing information on medicinal products by patients?
- The future implementation of the ASMF certification process and its co-existence with the EDQM's CEP
- Greater influence of competent authorities on the market and business decisions due to new legal provisions – open questions and practical challenges
- Stronger quality, steady supply: navigating new regulatory requirements for sustainable access



- The implementation of the revised Variations Regulation & Variations Classification Guideline and handling life cycle management of medicinal products in the future
- The next five years: how the changes in the pharmaceutical environment will affect the Competent Authorities' activities and how they will prepare for new challenges
- The next five years: how to prepare for new challenges and how to translate them into internal business processes

Useful link

- Event page – <https://www.medicinesforeurope.com/events/rac26/>
- Registration link – <https://www.medicinesforeurope.com/events2026/rac26reg.htm>
- Programme – <https://shorturl.at/UtUVo>


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

#RAC26

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

- 📊 Value Added Medicines
- 💊 Pharma, Generic Medicines
- 🧬 Biosimilar Medicines
- 📅📄✍️ Save the date, Register
- 🔓 Access
- 🔗 Supply chain
- 🏭 Industry
- 🏥🧬🔬 Healthcare, Research
- 💡 Innovation
- 🦠 AMR

Medicines for Europe SoMe plan

Date	Text	Visual
26/12/25 General promotion	<p>What's next in the regulatory landscape for generic medicines?</p> <p>🔍 Our 24th Regulatory Affairs Conference, #RAC26, comes at a pivotal moment – with the outcome of the EU pharmaceutical legislation about to be decided.</p> <p>#RAC26 offers a unique opportunity to understand how to prepare for these fundamental changes, including topics such as digitalisation, new responsibilities and environmental requirements.</p> <p>Join key healthcare stakeholders to discuss the evolving regulatory landscape.</p> <p>📅 26–27 February 2026 📍 Amsterdam</p> <p>➔ Click here to reserve your spot: https://shorturl.at/QBvvh</p>	

02/01/26
Session 1

Upcoming EU health and industry policy changes will shape off-patent medicines, competitiveness and access in Europe - what can we expect?

Our Regulatory Affairs Conference **#RAC26** kicks off with a session covering key regulatory topics shaping the years ahead:

- ✦ EU Pharmaceutical Legislation updates
- ✦ Critical Medicines Act & Biotech Act
- ✦ Coherent policy challenges and the impact of new legislative proposals
- ✦ EMA & HMA Strategy 2028

➔ Get involved and register to help advance the discussion on Europe's pharmaceutical future: <https://shorturl.at/QBvvh>

What changes can we expect in the future of the pharmaceutical landscape?

 medicinesforeurope.com/events/RAC26

06/01/25
Session 2

Improving access also means developing modern and user-friendly ways for patients to access treatment information.

At our next Regulatory Affairs Conference **#RAC26**, we will explore the new legal framework shaping the EU pharmaceutical legislation changes shaping the Electronic Product Information (ePI).

Discover how industry and stakeholders can proactively support a smooth transition to digital leaflets, including:

How can patients easily access information about medicines using modern tools?

 medicinesforeurope.com/events/RAC26

- ◆ Readiness of technical solutions
- ◆ Educational roles of key players
- ◆ Steps for practical implementation



➔ Don't miss this opportunity - register now: <https://shorturl.at/QBvvh>

13/01/25
Session 3

How can we streamline regulatory submissions while avoiding double assessment under the new EU pharmaceutical legislation?

 At our Regulatory Affairs Conference **#RAC26**, we will explore the future of active substance certification, explaining the two approaches: the well-established CEP (Certificate of Suitability) and the new ASMF (Active Substance Master File) certificate introduced by the revised pharmaceutical landscape.

We will look at how these two systems will coexist and what it means for company strategies for medicines approvals, as well as for regulators' processes to avoid repeating assessments.


 26–27 February 2026
 Amsterdam

➔ Learn how to navigate these changes smoothly: <https://shorturl.at/QBvvh>

What are the different options to certify active substances under the new EU pharma legislation?

 medicinesforeurope.com/events/RAC26

20/01/25
Session 4

 Improving access to off-patent medicines, especially in smaller markets, is a key pillar to ensure timely and equal treatment for patients across Europe.

At the same time, the new rules under the revised EU pharmaceutical legislation increase the influence of regulatory authorities on market dynamics and business decisions, raising practical questions and challenges for the healthcare industry.

Make sure to join our next Regulatory Affairs Conference **#RAC26** to explore these updates with a panel of regulatory experts.


 Register now: <https://shorturl.at/QBvvh>

How will new regulatory provisions shape the generics market and related business decisions?

 medicinesforeurope.com/events/RAC26

27/01/25
Session 5

Navigating new regulatory requirements for sustainable access is essential to ensure stronger quality and steady supply of off-patent medicines.

 At our Regulatory Affairs Conference **#RAC26**, experts will explore how enhanced quality measures and shortage prevention can work together to ensure timely and equal access for patients across Europe.


Want to find out how the industry can comply with new regulations?

How will stronger quality and supply chain requirements impact medicines access?

 medicinesforeurope.com/events/RAC26




 26–27 February 2026

 Amsterdam

 Register here: <https://shorturl.at/QBvvh>


3/02/25
Session 6


 How can we facilitate the transition to digital reporting in medicines lifecycle management and streamline regulatory processes?

At the upcoming Regulatory Affairs Conference **#RAC26**, we will focus on streamlining medicines lifecycle management and reporting under the revised Variations Regulation and Variations Classification Guideline.

Hear from policymakers and industry experts on practical implementation and digitalisation opportunities.

 26–27 February 2026

 Amsterdam

 Join the discussion at **#RAC26**:
<https://shorturl.at/QBvvh>





How to manage
the medicines lifecycle
more efficiently and
support the transition
to digital reporting?


 medicinesforeurope.com/events/RAC26

10/02/25
Session 7

Shaping the future of off-patent medicines regulation in Europe requires understanding current changes and how new legislation is transforming the work of Competent Authorities.

Join us at **#RAC26**, our Regulatory Affairs Conference, to explore how tackling today's challenges enables the successful implementation of the EMRN 2028 strategy and the revised EU pharmaceutical legislation.


 26–27 February 2026
 Amsterdam

 Don't miss this important conversation, register now: <https://shorturl.at/QBvvh>

How will
Competent Authorities
adapt to changes
in the new
pharmaceutical
landscape?

 medicinesforeurope.com/events/RAC26

17/02/25
Session 8

 Artificial intelligence, digitalisation and new requirements are reshaping regulatory work across Europe.

At our upcoming Regulatory Affairs Conference **#RAC26**, you will have the opportunity to understand how the next five years will redefine the skills, systems and strategies of the off-patent medicines industry.

Join our team of experts and stakeholders as we work together on planning smart investments and developing the skills

How do we prepare
for future regulatory
challenges and
integrate them into
our processes?

 medicinesforeurope.com/events/RAC26

24th Regulatory Affairs CONFERENCE

HILTON AMSTERDAM AIRPORT SCHIPHOL

26–27 FEBRUARY 2026



medicines
for europe
better access. better health.

Social Media Toolkit

needed for tomorrow.

➔ See you in Amsterdam!
<https://shorturl.at/QBvvh>

24/02/25
One week
left:
reminder

🕒 One week left! What's next in the regulatory landscape for generic medicines? Don't miss **#RAC26**, where our team and expert panels will explore how digitalisation, new responsibilities and environmental requirements are shaping the future of healthcare systems across Europe.

Share insights and ask questions about the evolving regulatory landscape, from EU initiatives to Member States' practices.

📅 26–27 February 2026
📍 Amsterdam

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

One week left!