



PERMANENT REPRESENTATION OF HUNGARY  
TO THE EUROPEAN UNION



Government of the Netherlands



# SUSTAINABLE WAYS TO SUPPORT PHARMACEUTICAL INNOVATION

12 JANUARY 2023

Workshop at the Hungarian Permanent Representation  
*in cooperation with*  
the Slovak Presidency of Visegrad 4 Group  
the Permanent Representation of the Netherlands  
and Medicines for Europe

Rue de Trèves 92-98, B-1040 Brussels  
12 January 2023 - 14:00-17:30  
(followed by a cocktail reception)



## P R O G R A M M E

**14:00 – 14:15**  
OPENING SPEECHES

**Katalin Molnár** Ambassador, Deputy Permanent Representative of Hungary to the EU

**Mária Malová**, Ambassador, Deputy Permanent Representative of the Slovak Republic to the EU

**Damiët Onderstal**, Health attaché, Permanent Representation of the Netherlands to the EU

**14:15-14:35**  
KEYNOTE PRESENTATION

**Ferenc Marofka**, Unit “Medicines: policy, authorisation and monitoring”, DG SANTE, European Commission

**14:35-15:20**  
PANEL 1 “AMR INCENTIVES TO IMPROVE ACCESSIBILITY AND AFFORDABILITY”

*Moderated by Jasper Claessen, Department of Pharmaceutical affairs, Ministry of Health of the Netherlands*

- **Christine Årdal**, Norwegian Public Health Institute
- **Jean-Baptiste Perrin**, Unit “Intelligence Gathering, Analysis and Innovation”, HERA, European Commission - (tbc)
- **Tohams Cueni**, Chair of AMR Industry Alliance and Director General, International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)

**15:20-15:45**  
COFFEE BREAK



**15:45-16:30**

**PANEL 2 "EQUITABLE ACCESS: WHAT THE PHARMACEUTICAL LEGISLATION CAN DO?"**

*Moderated by Adrian van den Hoven, Director General Medicines for Europe*

- **Nathalie Moll** – Director General, European federation of pharmaceutical industries and associations (EFPIA)
- **Stephen Mifsud** – Health attaché, Permanent Representation of Malta to the European Union
- **Ferenc Marofka**, Unit "Medicines: policy, authorisation and monitoring", DG SANTE, European Commission

**16:30-17:15**

**PANEL 3 "HOW TO MAKE HEALTHCARE SYSTEMS MORE SUSTAINABLE"**

*Moderated by Csaba Kontor, Health attaché, Permanent Representation of Hungary to the EU*

- **Yannis Natsis** – Director, European Social Insurance Platform (ESIP)
- **Gergő Merész** - Health Technology Assessment Office, Hungarian Institute of Pharmacy and Nutrition
- **Anca Toma** - Executive Director, European Patient Forum (EPF)

**17:15 - 17:20**

**CLOSING REMARKS**

**Edina Tóth**, Member of the European Parliament

**17:20 - 19:00**

**COCKTAIL RECEPTION**