

## Press Release

# STADA's Stephan Eder sets Access, Manufacturing and Sustainability at heart of Medicines for Europe Presidency

Brussels, 13 January 2025

Stephan Eder, Head of Western Europe & Germany at Stada, has been elected by the Board of Medicines for Europe as its President for a two-year term (2025-2027).

Eder outlined the following **policy priorities** which will shape his mandate:

1. Facilitate **sustainable market policies** that recognise the full value of the off-patent medicines sector in delivering access.
2. Support a vibrant off-patent medicines **manufacturing** sector in Europe.
3. Build a strong **environmental, social and governance agenda** for medicines with patient access at its core.

Eder stated: *"The off-patent medicines industry plays a critical role in public health and must be central to industrial, economic and environmental policy decisions. Seven out of every 10 medicines dispensed in Europe are generic medicines, including nine out of 10 on the EU Critical Medicines List, while the industry directly employs almost 200,000 highly qualified people. Ensuring the sustainability of this essential sector is vital for healthcare systems throughout Europe."*

Eder thanked outgoing President Elisabeth Stampa (Medichem) for her many achievements in advancing equitable access to medicines during her mandate, including safeguarding medicine supplies during high-cost inflation, supporting patients in Ukraine through coordinated donations, advocating for balanced intellectual-property provisions in the EU pharmaceutical legislation review, and placing the Critical Medicines Act high on the European Union's political agenda. *"I look forward to drawing on the experience and expertise of both Elisabeth and Polpharma's Markus Sieger in their roles as Medicines for Europe vice-presidents,"* Eder commented.

At the same time, Marc Crouton, President Region Europe at Fresenius Kabi, and Sandoz President Europe, Christophe Delenta, were elected to Medicines for Europe's Executive Committee until 2027.

Addressing his vision for sustainable markets, Eder emphasised that the industry's substantial contribution to sustaining health systems extends far beyond price competition. He advocates for including Most Economically Advantageous Tender (MEAT) criteria in procurement procedures, along with national and local market

reforms, to ensure reliable medicines supplies. Competition immediately upon loss of exclusivity must be a priority in the ongoing EU pharma legislation review. Additionally, he urged that the planned Critical Medicines Act presents an opportunity to enhance supply security while reducing bureaucratic burden.

With more than 400 manufacturing sites in Europe, the off-patent medicines sector is already a vibrant contributor to European industrial policy. Eder highlighted the importance of rewarding supply security and sustainable manufacturing practices in procurement rounds. He noted that the Critical Medicines Act should include financial incentives for manufacturing investments, such as tax breaks and dedicated EU funding mechanisms. National stockpiling pressures work against sustainable supply solidarity in Europe, he added.

Europe's off-patent medicines sector is ready to lead with a comprehensive environmental, social and governance agenda, Eder emphasised. Industry leadership on issues such as climate change requires greater regulatory flexibility and efficiency, he noted, such as a move to electronic patient information leaflets. Environmental regulations must take into account the specific value of older and inexpensive, yet vital, generic medicines and manufacturing capabilities to safeguard patient access.

**About Stephan Eder, Head of Western Europe & Germany, STADA**

Stephan Eder has more than 20 years of experience in the healthcare industry. As a member of STADA's global management team since 2020, he oversees Western European markets, including Germany. Prior to STADA, he held various international management positions at Novartis, Sandoz and Hexal.



Pictured: President of Medicines for Europe Stephan Eder (left) with association Director General, Adrian van den Hoven (right).

## Medicines for Europe

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**Medicines for Europe** represents the generic, biosimilar and value-added medicines industries across Europe. Its vision is to provide sustainable access to high quality medicines, based on 5 important pillars: patients, quality, value, sustainability and partnership. Its members directly employ 190,000 people at over 400 manufacturing and 126 R&D sites in Europe and invest up to 17% of their turnover in R&D investment. Medicines for Europe member companies across Europe are both increasing access to medicines and driving improved health outcomes. They play a key role in creating sustainable European healthcare systems by continuing to provide high quality, effective generic medicines, whilst also innovating to create new biosimilar medicines and bringing to market value added medicines, which deliver better health outcomes, greater efficiency and/or improved safety in the hospital setting for patients. For more information, please follow us at [www.medicinesforeurope.com](http://www.medicinesforeurope.com) and on LinkedIn and X @medicinesforEU.