

Press release

Medicines for Europe outlines trade policy recommendations to strengthen access to medicines and the competitiveness of EU manufacturing

17 June 2025, Brussels

Medicines for Europe, representing manufacturers of generic, biosimilar, and value-added medicines and accounting for 70% of dispensed medicines and 90% of critical medicines in the EU, today presented five [trade policy recommendations](#) to strengthen global access to medicines and enhance the competitiveness of the off-patent pharmaceutical sector in a seminar with the European Commission and Member States representatives.

The recommendations, build on the findings of the [2024 Market Access Barriers Report](#) commissioned to Vulcan Consulting, which highlighted persistent regulatory and trade challenges faced by EU medicine manufacturers in 11 key markets.

Medicines for Europe urges policymakers to act decisively to:

- **Remove tariffs, non-tariff barriers and export restrictions to safeguard global supply chains, Recognise the strategic importance of sustainable off-patent pharmaceutical manufacturing**, enabling access to EU funding for green and digital transitions
- **Promote fair and reciprocal market access through trade agreements**, fostering healthy competition and expanding patient access to treatment
- **Ensure balanced intellectual property frameworks** to ensure timely competition from generic and biosimilar medicines.
- **Advance regulatory convergence and mutual recognition** to facilitate access and reduce unnecessary duplications.

Adrian van den Hoven, Director General of Medicines for Europe, commented:
" In a challenging global context, access to essential medicines must be recognised as a strategic priority. Cooperation with international partners, particularly on regulatory convergence and the removal of tariffs and non-tariff barriers, is essential to secure patient access and supply resilience. To leverage Europe's excellence in manufacturing and developing generic, biosimilar, and value-added medicines, industrial and trade policies must be aligned. We thank DG TRADE and the Permanent Representations who attended today's seminar and we will

continue to work closely with EU institutions, Member States, and global stakeholders to shape a trade policy that delivers better health outcomes worldwide.”

Medicines for Europe

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 and on LinkedIn and X @medicinesforEU.