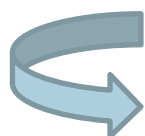


1. ERA data: actually preventing **generic applications**

- **Today**: huge efforts; did this bring us any further forward?
- **Short term**: ensure predictability of ERA requirements → **Priority**
- **Long term**: workable and viable system



Meaningful use of **existing data**,
Joint efforts to generate **new data**.

Concerns **implementation** - limiting factors (IP rights)

2. Modern veterinary pharmacovigilance

- Priority to **simplify reporting** format PhV DB
- Attention off-label use rarely reported to MAHs

3. New and improved communication

- Positive to increase understanding from the public,
- Careful considerations so as not to **damage business interests**