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## Press notice Invitation to EMEA 10th anniversary celebrations 11 March 2005

The EMEA celebrates the 10th anniversary of its inauguration in 2005 with a full-day event on 11 March 2005. A press briefing will be given at 10h00 ahead of the day's programme. Participation is strictly by registration only.

The programme for the day consists of two sessions.

Speakers in the morning session include European Commission Vice-President Günter Verheugen, who will give his first keynote speech on pharmaceuticals policy since taking up his new responsibilities within the Commission. Mr Verheugen is Commissioner with responsibility for pharmaceuticals policy and also leads the group of Commissioners on issues of competitiveness and works closely with Commission President Barroso on the so-called 'Lisbon agenda'.

Other speakers include Mars di Bartolomeo (Luxembourg Minister of Health and president of the Health Council), Lord Warner (UK Minister for Health), Murray Lumpkin (Deputy Commissioner, US Food and Drug Administration), Daniel Vassella (CEO, Novartis) and Thomas Lönngren (EMEA Executive Director).

The afternoon session focuses on scientific issues, with presentations from:

- Prof. Luc Montagnier on HIV and vaccines
- Prof. Paris Kosmidis on oncology
- Prof. Eberhard Standl on diabetes
- Prof. Munir Pirmohamed on pharmacovigilance
- Prof. Paul-Pierre Pastoret on animal health in the EU
- Dr Rodney Elgie on the patient's perspective

Limited places are available to participate in the event and given the expected number of requests, provision has been made for a live feed to a dedicated press room. Refreshments and lunch will be available.

Given the arrangements for the day, <u>prior registration is required</u> and participation is subject to availability of places.

A press pack, including the EMEA 10th anniversary book that will be launched at the conference, will be available to participants and also on request.

For further information on the event please send an e-mail to: press@emea.eu.int

We look forward to welcoming you.

Martin Harvey EMEA press office