

EMA Open Door Day



EMA's Open Door Day

9 May 2025, 9:45-16:00
EMA building, Amsterdam



As part of the celebrations for its 30th anniversary, the European Medicines Agency (EMA) is delighted to announce that it is hosting its first Open Door Day.

Participants will visit various parts of the EMA building and hear how EMA staff and experts from around Europe work together to ensure that medicines are safe and effective for public and animal health in the EU.

The event will feature guided tours of the EMA building in Amsterdam throughout the day, with each tour accommodating up to 20 participants. The tours, held in English, will last 60 minutes.

Arrival at EMA premises

Welcome

Station 1 From lab to patient: how medicines are developed and regulated

- Research and development
 - Evaluation and authorisation of medicines
-

Station 2 How the safety of medicines is monitored in Europe

- Monitoring of medicine safety
 - Reporting of side effects by patients and healthcare professionals
-

Station 3 Veterinary medicines and the One Health approach

- Consumer and user safety
 - Antimicrobial resistance
-

Station 4 EMA building

- Construction and architecture
 - Visit to EMA's 'green wall'
-

Archives Exhibition: 30 years of EMA

- A look back at EMA from 1995 to the present
-

First public Open Door Day

- Held on 9 May 2025
- 8 groups of approximately 20 participants
- Tour lasted approximately 60 – 70 minutes
- Two hosts per group (Dutch and English speaking)
- Four stations to visit
- Finish with archives



Promotion of the event



onehealth_eu • Follow
Original audio

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Ever wanted to check out the Medicines Agency in your chance!

Find out what we do it in Amsterdam on 9 May

What's in store:
Explore EMA's innovation, including the famous 4 stations covering drug development and veterinary medicine. A special 30-year Arc showcasing EMA's mission for health.

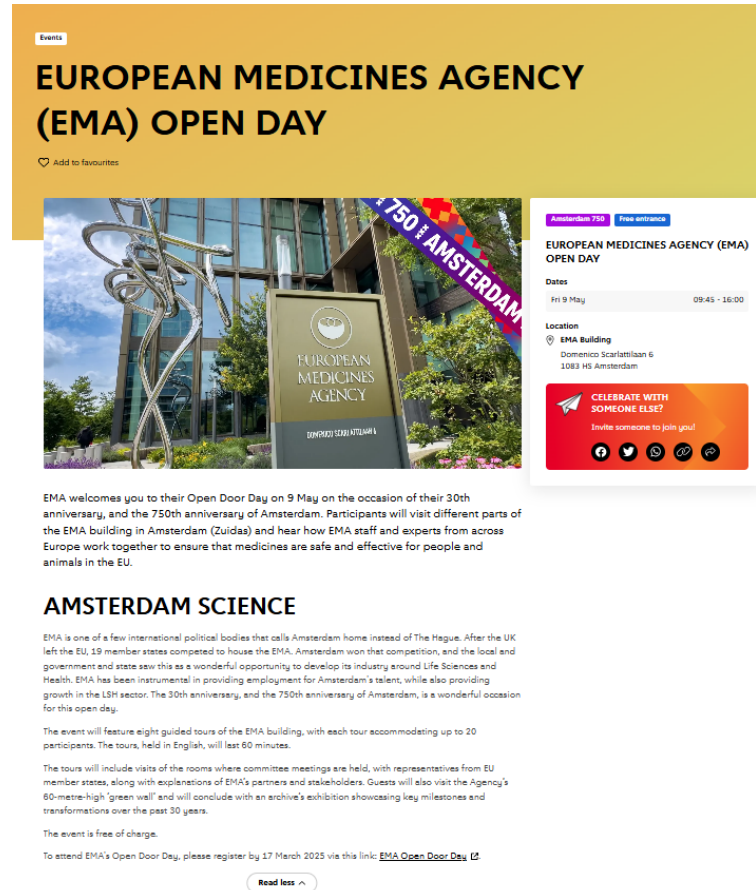
Join the EMA Open Day!

9 May Amsterdam

Date: 9 May 2025

83 likes
March 10

Add a comment...



EUROPEAN MEDICINES AGENCY (EMA) OPEN DAY

Add to favourites

Amsterdam 750 Free entrance

EUROPEAN MEDICINES AGENCY (EMA) OPEN DAY

Dates
Fri 9 May 09:45 - 16:00

Location
EMA Building
Domenico Scarlatiilaan 6
1083 HS Amsterdam

CELEBRATE WITH SOMEONE ELSE!
Invite someone to join you!

EMA welcomes you to their Open Door Day on 9 May on the occasion of their 30th anniversary, and the 750th anniversary of Amsterdam. Participants will visit different parts of the EMA building in Amsterdam (Zuidas) and hear how EMA staff and experts from across Europe work together to ensure that medicines are safe and effective for people and animals in the EU.

AMSTERDAM SCIENCE

EMA is one of a few international political bodies that call Amsterdam home instead of The Hague. After the UK left the EU, 19 member states competed to house the EMA. Amsterdam won that competition, and the local and government and state saw this as a wonderful opportunity to develop its industry around Life Sciences and Health. EMA has been instrumental in providing employment for Amsterdam's talent, while also providing growth in the LSH sector. The 30th anniversary, and the 750th anniversary of Amsterdam, is a wonderful occasion for this open day.

The event will feature eight guided tours of the EMA building, with each tour accommodating up to 20 participants. The tours, held in English, will last 60 minutes.

The tours will include visits of the rooms where committee meetings are held, with representatives from EU member states, along with explanations of EMA's partners and stakeholders. Guests will also visit the Agency's 60-metre-high 'green wall' and will conclude with an archive's exhibition showcasing key milestones and transformations over the past 30 years.

The event is free of charge.

To attend EMA's Open Door Day, please register by 17 March 2025 via this link: [EMA Open Door Day](#)

Read less

- Eligible organisations
- Academia and research organisations
- Veterinary associations
- Student associations
- Amsterdam 750 website
- Hello Zuidas magazine
- Social media (Blue Sky and LinkedIn)
- Central government real estate agency and lead architect

Participants

Applications received per time slot

Visit times	09:45	10:30	11:15	12:00	12:45	13:30	14:15	15:00	Total
Academia	4	5	0	1	3	1	1	1	16
General public	2	9	12	13	9	14	8	11	78
HCP	3	3	4	1	1	1	3	1	17
Industry	19	21	16	11	2	10	9	11	99
Patient/consumer	1	2	4	1	7	1	3	0	19
University student	2	6	0	3	0	1	0	2	14
Zuidas	2	0	1	0	1	5	0	2	11
Legal	0	0	1	0	3	0	0	5	9
Veterinary	0	0	0	0	1	0	0	0	1
NCA	0	0	0	0	0	0	2	0	2
Total	33	46	38	30	27	33	26	33	266

Visitor breakdown

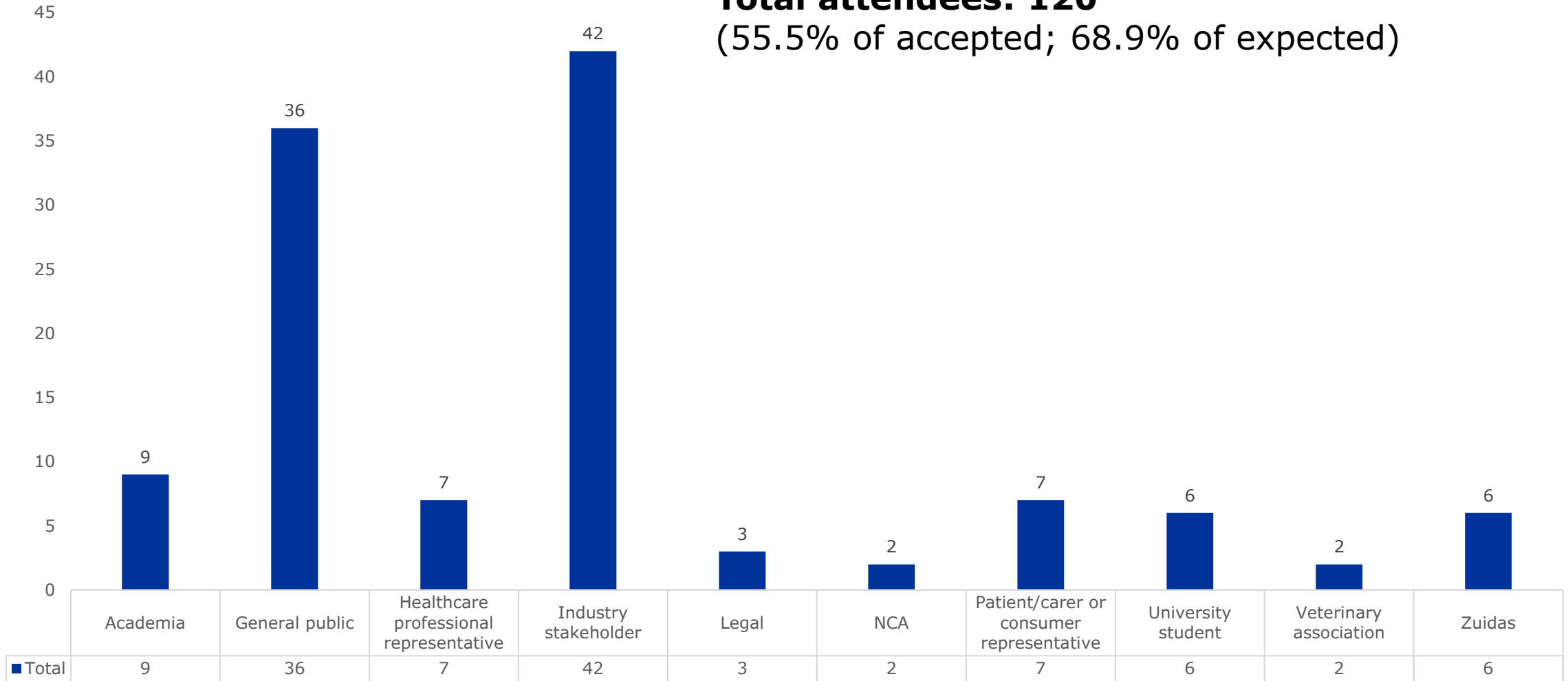
Applied: 266

Accepted: 216

Expected: 174

Total attendees: 120

(55.5% of accepted; 68.9% of expected)

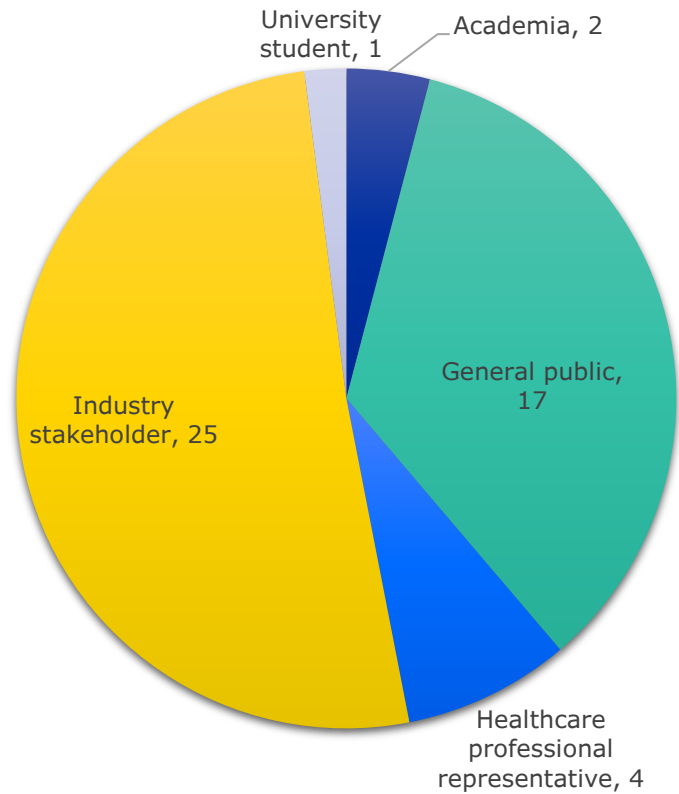


Feedback: public

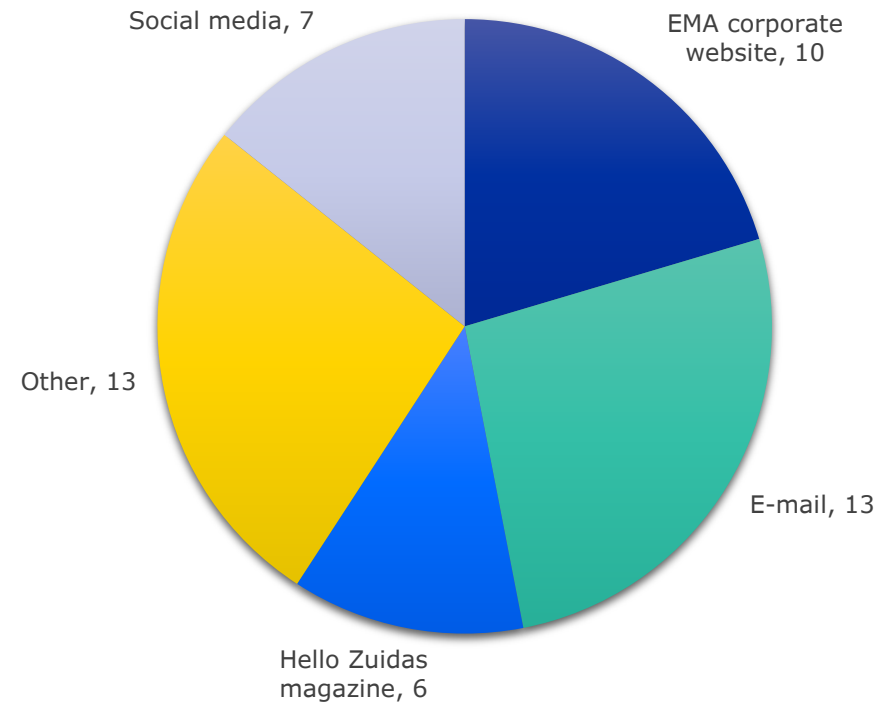
Feedback received from visitors

(n = 49, response rate = 41%)

Feedback received from

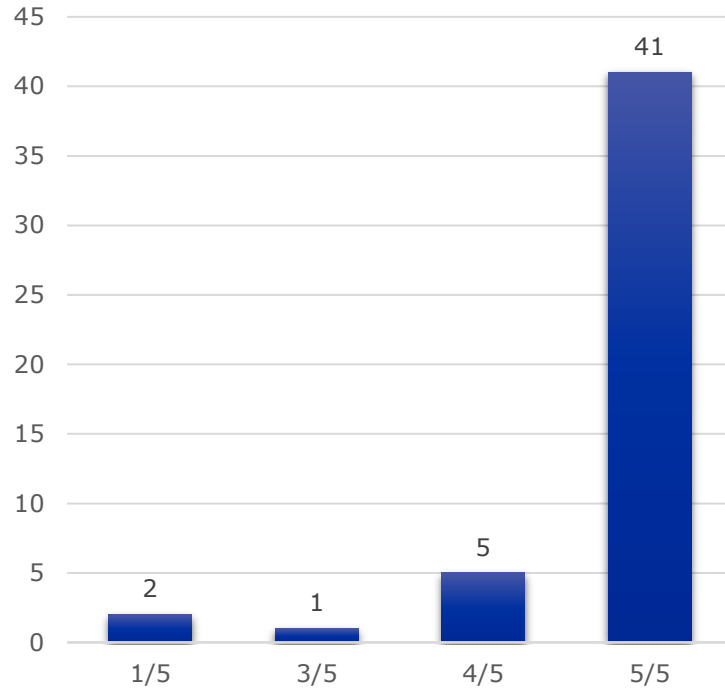


How did you hear about EMA's Open Door Day?

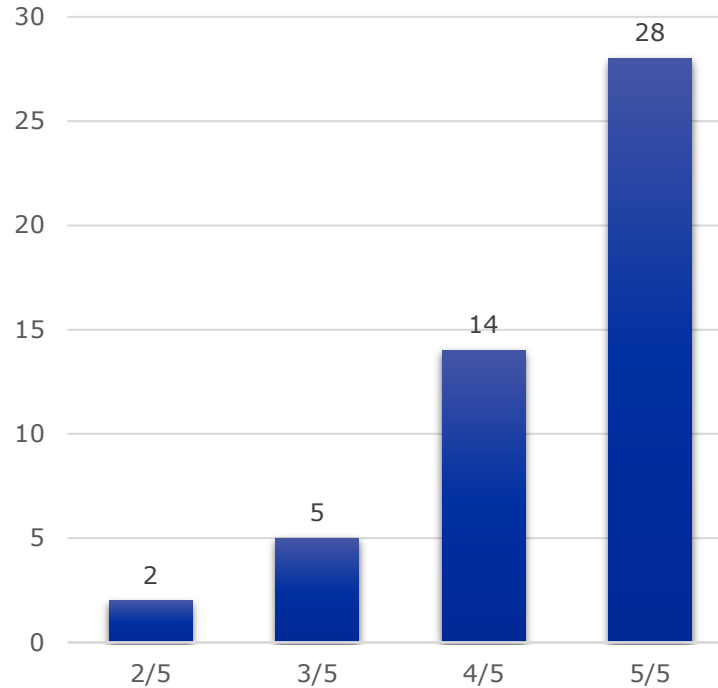


Feedback from visitors: About the event

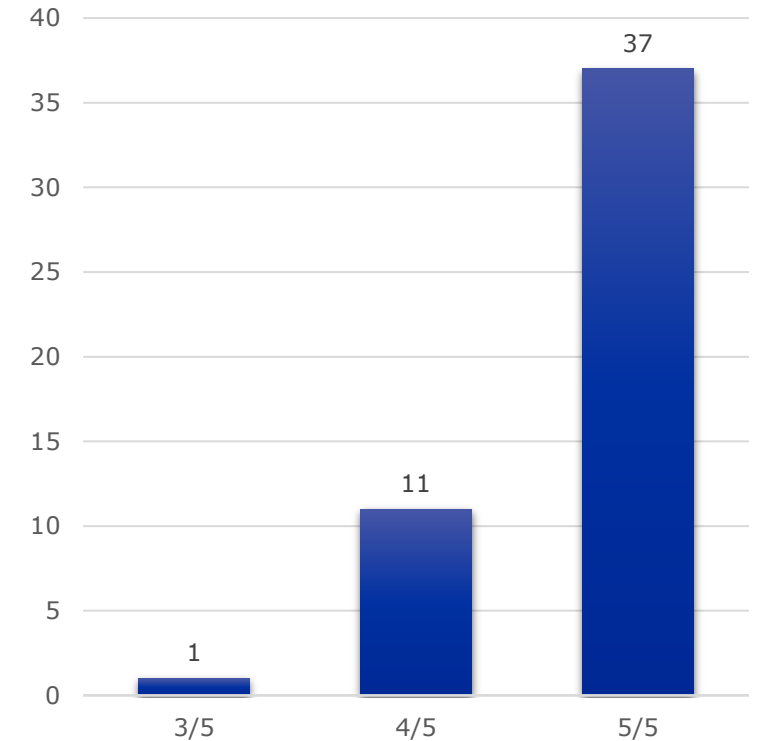
Did you receive sufficient information prior to your visit?



Overall, how satisfied were you with the event?

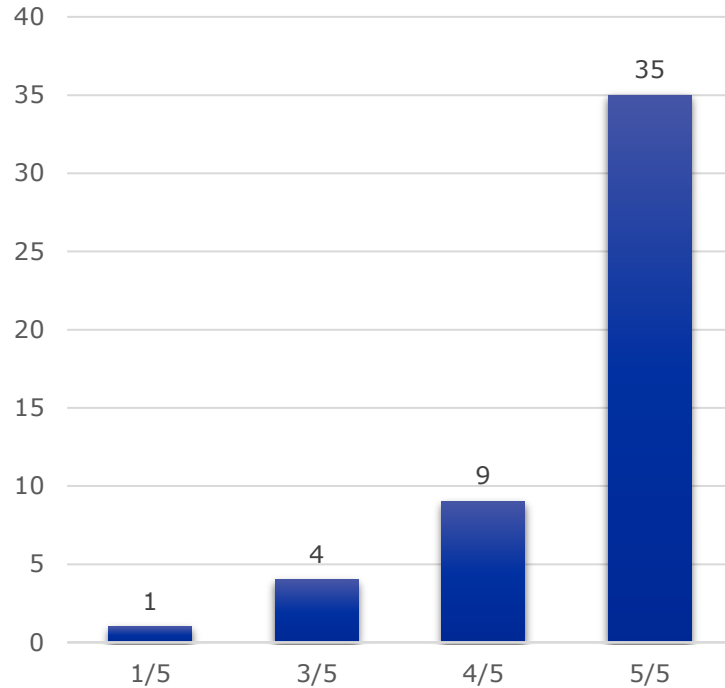


How would you rate your hosts for the visit?

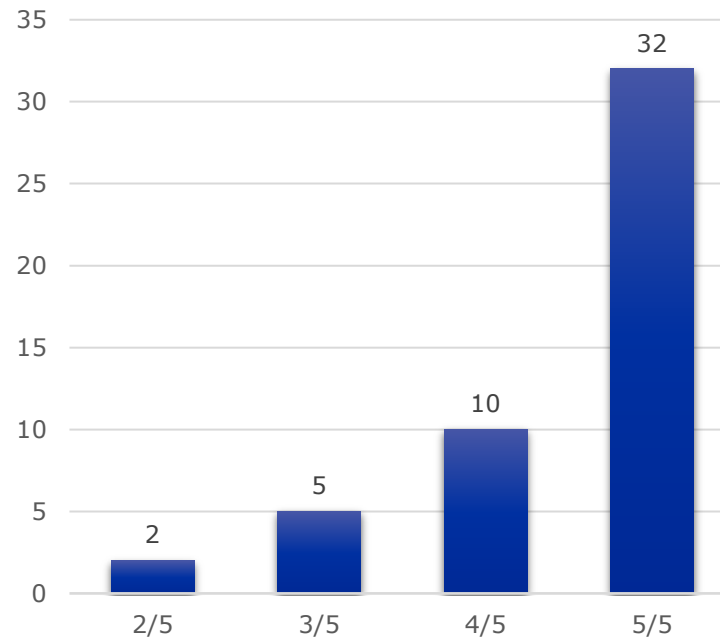


Feedback from visitors: About the content

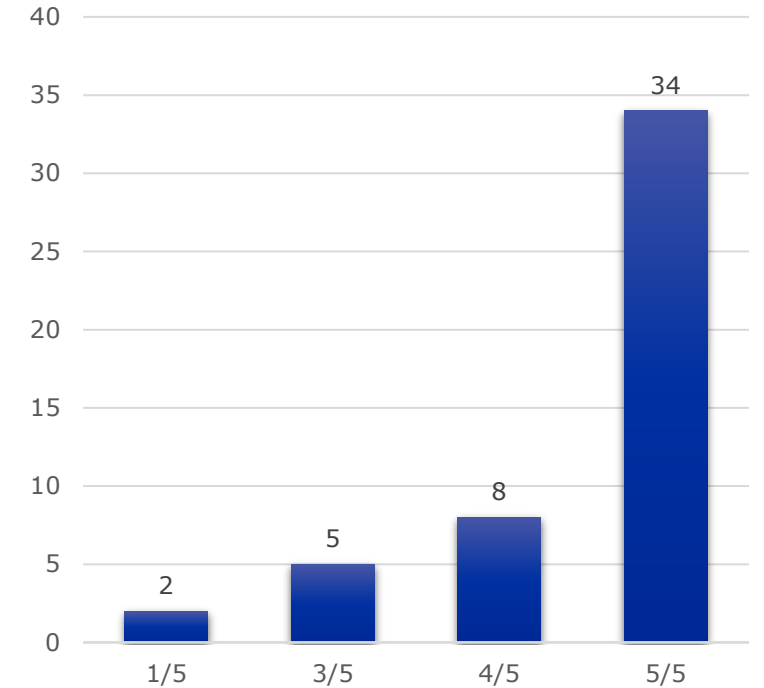
The presentations and posters were easy to understand.



I feel I now have a better general understanding of EMA and its role



The visit was useful and motivated me to engage with EMA in the future



Comments and suggestions from visitors

- Requests for time for Q&A sessions
- Would like to spend more time at each station
- Visitors would like to see more of the building
- Information was 'too general' and more detailed information was requested (by Industry members)
- Use technology for interactivity

“

The whole atmosphere was very welcoming and friendly. All EMA staff was very friendly. The security was tight but that is sadly a sign of these times. The security staff was also very friendly and approachable during the visit. I want to compliment them as well since they are often overlooked.

“

It was interesting to hear about veterinary medicines and One Health as I know less about it.

Proposal for future events

Proposals for future Open Door Days

Every 2 or 3 years to coincide with significant anniversaries

Frequency

Reduce number of tours and increase length of time spent

Tours

Maintain on EMA holiday

Timing

Add Q&A time
Add interactive stakeholder engagement

Interactions

Space for refreshments (café bar or industry lounge)

Informal exchanges

Promote further for future events

Promotion





Celebration for 30th anniversary events



A huge
THANK YOU
to all!



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Thank you

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