



EU Pharma Forum

Pharmaceutical reform in the EU

April 15, 2025
Zagreb



EU Pharma Forum 2025 held in Zagreb, with participation from representatives of European and Croatian institutions, as well as the innovative and generic pharmaceutical industries.

The reform of pharmaceutical legislation is a critical step in advancing the EU's unified healthcare system, ensuring the availability of effective medicines to all citizens, including Croatia, promoting innovation in the pharmaceutical industry, and facilitating faster market access for generic and biosimilar medicines in EU member states. This comprehensive reform, known as the "pharma package," is the largest in the past 25 years, aiming to modernize the pharmaceutical sector with a patient-centered approach, while simultaneously supporting an innovative and competitive industry and introducing a series of incentives to bring research and development back to Europe.

TOPICS ON THE CONFERENCE



 **The future of the European Health Union** **Single European market for medicines** **Reform of EU Pharmaceutical Legislation** **Regulatory Data Protection** **The Role of Generic and Biosimilar Medicines** **Financial aspect of the reform** **Challenges in health market supply chain**

KEYNOTE SPEAKERS



Keynote speakers

The EU Pharma Forum brought together key stakeholders of European pharmaceutical policy – representatives from European Union institutions, national regulatory bodies, industry associations, and experts from the healthcare and pharmaceutical sectors. Their expertise and institutional roles ensured a high level of discussion on the reform of European medicines legislation, with a particular focus on availability, innovation, and the resilience of supply chains.

Below, we introduce the speakers whose perspectives and recommendations were central to understanding the direction of future pharmaceutical policy in the European Union.



Tomislav Sokol

Tomislav Sokol is a Member of the European Parliament from Croatia and one of the key voices in shaping European Union healthcare policy. As a member of the Internal Market and Consumer Protection Committee (IMCO) and the Public Health Committee (SANT), he actively advocates for the improvement of healthcare systems within the EU. He has particularly distinguished himself as the lead rapporteur for the European Health Data Space (EHDS), an initiative aimed at enabling secure and more efficient exchange of health information among member states.

Tomislav Sokol is a lawyer with extensive academic and political experience, with a special focus on European law and healthcare.



Siniša Tomić

He gained his extensive professional experience in the pharmaceutical industry as well as in public administration, including advisory roles in the Ministry of European Integration and the Office for European Integration of the Government of the Republic of Croatia. He built his academic career through scientific research in the fields of molecular oncology and cell biology in Canada and Germany.

Under his leadership, HALMED has strengthened its position within the European regulatory network, achieving a high level of expertise and competitiveness. For his contributions to the pharmaceutical profession, he was awarded the highest honor from the Croatian Pharmaceutical Society – the Prof. Dr. Julija Domac Medal.



Momir Radulović

Executive Director of Agency for Medicinal Products and Medical Devices of the Republic of Slovenia (JAZMP)

He has been leading the Slovenian Agency for Medicinal Products and Medical Devices since December 2018. He is a member of the Management Board of the European Medicines Agency (EMA), the Pharmaceutical Committee of the European Commission, the HMA Management Group, and the Chair of the Board of EURIPID participants. He has extensive experience in hospital and pharmacy practice, as well as in the pharmaceutical industry, with a particular focus on oncology, HIV, and vaccines, and has worked in 10 different countries.



Goranka Marušić

Kontent

Advisor for European Affairs in Agency for Medicinal Products and Medical Devices (HALMED). She is the representative of the Republic of Croatia in the EU Council Working Party on Medicines and Medical Devices and, during the Croatian Presidency of the EU in 2020, she co-chaired this working group. She also participates as the representative of Croatia in the Pharmaceutical Committee, the Standing Committee, and the Appeal Committee for medicines at the European Commission. She has been learning about negotiation, lobbying, and representing Croatia's interests in the EU since 2004, when she was a member of the working group for Croatia's EU accession in Chapter 8 "Competition Policy" and the screening coordinator at the Agency for the Protection of Market Competition (AZTN).



Roberta Savli

Executive Director of Public Affairs at European Federation of Pharmaceutical Industries and Associations (EFPIA). She has over ten years of experience in shaping healthcare policy at the European Union level and has previously worked in patient organizations, the European Commission, and the European Parliament.



Adrian van den Hoven

Director General of Medicines for Europe since 2013, where he advocates for greater access to medicines, promoting market competition after patent expiry, sustainable pricing, and effective regulatory standards. Prior to this, he served as Deputy Director General at BUSINESSEUROPE and was also the Chairman of the Board of EMVO. He holds a PhD in Political Science from France and has worked as a researcher in Italy, France, and Canada.



Claus Runge

Head of the Public Affairs, Sustainability, and Internal Communication department at Bayer Pharmaceuticals and serves as the Chief Officer for Health Equity. With over 25 years of experience in the pharmaceutical industry, he has held senior positions in areas such as market access, public policy, and patient engagement at companies like GSK, Wyeth, and AstraZeneca. Claus holds a PhD in Health Economics from Humboldt University and represents Bayer in leading global industry associations.



Yannis Natsis

Director of the European Social Insurance Platform (ESIP), an organization that brings together 46 national social security institutions from 18 EU member states and Switzerland. Based in Brussels, Yannis has over 10 years of experience in policy advocacy at the EU level. He was a member of the Board of the European Medicines Agency (EMA) from 2019 to 2021, and since 2018, he has been a member of the Board of the European Health Forum Gastein (EHFG).

Before joining ESIP in 2022, he led the advocacy strategy for better and more accessible access to medicines at the European Public Health Alliance (EPHA). He also worked on health and pharmaceutical policies at the TransAtlantic Consumer Dialogue (TACD). He began his career as a research journalist in Greece.



Margriet Keijzer

Secretary General of Affordable Medicines Europe, the association representing independent distributors of medicines in Europe. She is a public relations professional with over 20 years of experience in representing business interests at Member State and European Union level, as well as working for EU institutions. She has held various positions in the European Commission, the European Parliament and the American Chamber of Commerce.



Ana Soldo

President of the Croatian Chamber of Pharmacists since 2017. The Croatian Chamber of Pharmacists is an independent professional organization that represents and advocates the pharmacy profession and pharmacy activities in the Republic of Croatia. Before joining the Croatian Chamber of Pharmacists, she was the Deputy Director of the City Pharmacy of Zagreb. She graduated in 2003 from the Faculty of Pharmacy and Biochemistry, University of Zagreb.



Delecto

Delecto is a pioneer in the field of parallel distribution of medicines in the Republic of Croatia.

Parallel distribution of medicines allows the supply of original medicines between EU member states independently of the marketing authorization holder, following strictly regulated procedures. It is based on the free movement of goods within the EU and enables lower drug prices, fostering competition and reducing treatment costs.

In Croatia, this practice was introduced upon EU accession, bringing benefits to the healthcare system, pharmacies, and patients. Within the single European market, parallel distribution flows in all directions, with more than half of the distributed medicines originating from high-income countries.

PARTNERS AND SPONSORS



Main partner



HLJK – Croatian Chamber of Pharmacists is an independent professional organisation with the legal characteristics of a corporation and public authority. Chamber within its activities represents the pharmacists in Republic Croatia and abroad.

Sponsors



EFPIA – European Federation of the Pharmaceutical Industry and Associations, based in Brussels, was founded in 1978 and represents the innovative pharmaceutical industry operating in Europe.



HUP
Udruga proizvođača lijekova

HUP – Association of Pharmaceutical Manufacturers – Croatian Employers' Association – Association of Pharmaceutical Manufacturers was founded in 2009 and brings together manufacturers of generic and biosimilar medicines in the Republic of Croatia.



PFIZER – One of the leading innovative biopharmaceutical companies in the world, discovering, developing and supplying the market with more than 170 different medicines, vaccines and over-the-counter medicines that improve the quality of life of millions of people around the world. The headquarters of the company is in New York, USA



BAYER – Global enterprise with core competencies in the life science fields of healthcare and nutrition. Products and services to serve the most essential human needs of health and nutrition. The headquarters of the company is located in Leverkusen, Germany



Jadran Galenski Laboratorij (JGL) is a Croatian pharmaceutical company based in Rijeka, founded in 1991. It specializes in products for the respiratory system, eyes, and skin. The company operates globally, with a modern production facility called Pharma Valley and its own research and development center.



DELECTO – Wholesaler of medicinal products ensuring safe and high quality distribution, providing support to customers through procurement, supply and distribution in accordance with EU Good Distribution Practice (GDP) guidelines.



AME – Affordable Medicines Europe is the association of parallel importers and exporters of pharmaceuticals, and it represents more than 120 companies operating in 23 countries of the European Economic Area.

Partners



HALMED – Agency for
Medicinal Products
and Medical Devices
of Croatia



JAZMP – Agency for
Medicinal Products
and Medical Devices
of Slovenia



KUZ – Coalition of
healthcare associations

Conference organiser

Paradigma Agency



Paradigma agency

Original concept and communication vision

Paradigma is organizer and original creator of this project, fully developed and executed by our team – from the initial concept and creative design to complete implementation.

Our approach to communication is rooted in a deep understanding of social context and the needs of the community. We believe that communication is more than just transmitting information – it is a tool for driving positive change, building trust, and sparking meaningful dialogue. Through projects like EU Pharma Forum, we not only deliver value but also strengthen our own reputation as a creative, strategic, and reliable communications partner.



Silva Stazić

Communications expert

A highly experienced communications expert with a rich career in public relations and many years in leadership roles within the pharmaceutical industry. Throughout her professional journey, she has led numerous complex communication projects, with a strong focus on reputation management, crisis communication, corporate and internal communications, public affairs, and collaboration with government bodies.

She has a proven track record in developing comprehensive PR strategies, including disease awareness campaigns, brand reputation initiatives, and stakeholder engagement with patient associations, KOLs, government representatives, and the media. Her work is characterized by strategic thinking, deep industry insight, and the ability to deliver impactful, long-term communication solutions.

PARADIGMA

A G E N C Y

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