

Appendix 1

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**Programme of the 5th workshop on challenges for  
pharmaceutical policies in the 21st century, Brussels,  
Belgium, 18–19 January, 2001**

**Thursday January 18 (a.m)**

Introduction to the Workshop  
Christine HUTTIN

**Industry Dynamics**

Technology, Market, Structure and Intellectual Property Rights: Evidence from the  
Pharmaceutical Industry  
Manuel FERNANDEZ-BÄGUES  
*Moderator:* Aart Jan DE HEER

Technology and Strategic Change in the Finnish Pharmaceutical Industry: the Emer-  
gence of a Cluster  
Malin BRANNBACK & Maija RENKO

Competition & Regulation in the Pharmaceutical Industry: An Experimental Analysis  
of the Impact of Regulation on Competition Between Generic and Branded Drugs  
Laura FERRARI BRAVO & Luigi LUINI  
*Moderator:* Nicky SHAW

**Thursday January 18 (p.m)**

**Political approaches**

Product Piracy: the Sale of Counterfeit Pharmaceuticals in Developing Countries  
Kristina LYBECKER  
*Moderator:* Christine HUTTIN

Convergence of Pharmaceutical Policies Through heterogeneous social welfare ide-  
ologies.  
A Political Positive Approach  
Natalie MARTIN CRUZ & Juan Manuel DE LA FUENTE SABATE

Medicines in Europe: Scientific Convergence and Political Divergence.  
Virginie GODET & Sabine FERRAND-NAGEL

**Presentation of Commission's Experts: *Trade Policy Issues in Biopharmaceuticals***

**Distribution and Demand**

Pharmacists & Governmental Medicine Policy  
Bhalchandra A.CHANSARKAR

Changes in the Pharmaceutical Marketing & Selling Direct to Consumer (DTC) or  
the New P's of Marketing  
Fred HARMS, M. HEINRICH, S. ROHMANN, M. DRUENER & V. TROMMS-  
DORFF

**Friday, January 19, (a.m)**

**Round-table/Panel Discussion**

*Globalization in Biopharmaceuticals*  
Joan ROVIRA, Kristina LYBECKER – Christine HUTTIN

**Payment and Demand**

Demand for Pharmaceuticals under co-payment Schemes: Evidence from Catalonia  
Joan COSTA, Joan ROVIRA & Panos KANAVOS

BIOMED – Project on the impact of copayment on physician and patient decision  
making processes.  
Christine HUTTIN

Acceptance of Biotechnology Products and Risk Perceptions in the European Union.  
Joan COSTA & Elias MOSSIALOS

**Friday, January 19 (p.m.)**

**Company Orientated Papers**

The Key Success Factors for M&A and Post Merger Integration Activities in the  
Biotechnological and Pharmaceutical Industry  
Lars SCHWEIZER

A Competing Edge for the Pharmaceutical Industry: Propagating Agile Processes Throughout the Supply Chain  
Nicky SHAW & T. BURGESS

The Dynamics of Global and Local - Organizational Dilemmas and Struggles in a Pharmaceutical Company.  
Stefan SVENINGSSON

The Convergence of the Pharmaceutical & the Food Industry Through Functional Food: Strategic Change and Business Opportunity or an Illusion ?  
Malin BRANNBACK, Aart Jan DE HEER & Patricia WIKLUND

General Discussion and Closure of the Workshop