



48th PHARMACEUTICAL COMMITTEE
27. - 28. 9. 1999

Subject : Working group on information/advertising

Background:

On the occasion of the 47th Pharmaceutical Committee it was suggested that a Working Party should be set up to further consider the issue of information/advertising on medicinal products. In order to achieve concrete results soon, the Pharmaceutical Committee should agree on the composition and the mandate of this working group.

Proposed mandate:

The current EU regime concerning advertising for medicinal product (Directive 92/28) is currently subject of an intensive debate. Some interested groups promote a more liberal regime whilst others foster stronger restrictions. In the same time, the increasing use of new tools of communication poses new challenges to the practical enforcement of any national and European regulations imposing restrictions on information/advertising of medicinal products. The Pharmaceutical Committee therefore establishes an “ad-hoc working group on information/advertising” and asks this working group:

- *to consider the necessity of adapting EC legislation (in particular Directive 92/28) and – if this is the case – to elaborate concrete lines of action for discussion at the Pharmaceutical Committee and*
- *to reflect on the role and position to be taken by the EU vis-à-vis third countries and in international organisations (WHO) and to make concrete proposals for discussion at the Pharmaceutical Committee.*

Proposed composition (apart from Commission and EMEA):

- *1 EP (European Parliament) & 1 ECOSOC (Economic and Social Committee) representative*
- *5 representatives from Member States,*
- *7 representatives from interested parties (2 from patient/consumer-associations; 2 from physician associations; 2 from industry associations; 1 from pharmacists associations)*

Proposed timetable:

To be established at a kick-off meeting to be convened within the next months.

Action to be taken:

For discussion/amendment and approval

