

Newsletter

On Tuesday 9 September, the European Alliance for Access to Safe Medicines (EAASM) presented its in-depth online purchasing report ***The Counterfeiting Superhighway*** to the European Parliament (EP) during an evening reception hosted by Bill Newton Dunn, MEP. Jim Thomson, EAASM Chair, spoke to a highly distinguished audience of over 60 MEPs, patient associations, pharmaceutical industry representatives and other interested stakeholders such as luxury goods representatives and international lawyers. The highly successful evening reception marked the beginning of a week-long exhibition in the EP, where the EAASM displayed some of the ‘medicines’ which were received as part of the online purchasing carried out for ***The Counterfeiting Superhighway*** report.



EAASM in the media

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EAASM short-listed for a PMEA award

The EAASM has been short-listed for a prestigious Pharmaceutical Marketing Effectiveness Award (PMEA). Making the final of an award for excellence in European marketing campaigns highlights the success of the EAASM in communicating with different groups of stakeholders, especially patients. The award ceremony will be held on 2 December and will be attended by Jim Thomson, EAASM Chair and Dr Ian Banks, President, European Men's Health Forum.