

Pharmaceutical spending expected to reach \$150-165bn by 2016 from the growth of emerging markets

SMi Group's 20th annual European Pharmaceutical Pricing & Reimbursement, 13-14 Oct, London. Hear from GSK, Novartis, Ipsen, MoH (Germany), Gilead, BMS and more.

LONDON, SOUTHWARK, UNITED KINGDOM, July 24, 2014 /EINPresswire.com/ -- With the high-growth of emerging markets expected to nearly double in their pharmaceutical spending, adding \$150-165 Bln by 2016, pharma companies need to plan synchronised product launches across priority markets globally across very different reimbursement and healthcare systems. With smaller, more frequent and often niche product launches kicking-off around the world, your launch process will need to become slicker and more efficient to ensure success.

(Source: [Tribeca Knowledge](#), Top 5 pharma trends in 2014 that will affect your pharma launch planning, 2014)



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Tribeca Knowledge, 2014

Join SMi's 20th annual European Pharmaceutical [Pricing and Reimbursement](#) to hear exclusive case studies on the latest HTA regulation developments and other challenges associated to different geographical areas - including the Nordic region, Germany, Turkey, France, Japan, Netherlands and more. Our expert speaking faculty; made up from key industry personnel from big pharma, biotech and academia will thoroughly explain and offer advice on P&R and market access.

- Novartis will provide a session on Turkish Health

Transformation Reform: what are does HTR include? What are the implications?

- GlaxoSmithKline will talk about the use of 'real world' data in generating early estimates of relative effectiveness
- Gilead compares different region market access strategies varying to class of drugs
- The Ministry of Health, Germany, evaluates the latest legislation and the changes in P&R and the German landscape.

For those who are interested in attending there is currently a £300 reduced rate through online registrations, using the following code: SMI7D6Z

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For more information and full programme details, please visit:

20th annual European Pharmaceutical Pricing and Reimbursement

13-14 October, 2014

Marriott Regents Park Hotel, London, UK

www.pharmaceuticalpricing.co.uk

About SMi Group

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We pride ourselves on having access to the world's most forward thinking opinion leaders and visionaries, allowing us to bring our communities together to Learn, Engage, Share and Network. We hold events in over 30 major cities throughout the world including London, Paris and Singapore and to date have welcomed over 200,000 participants from 80 countries.

More information can be found at <http://www.smi-online.co.uk>.

Daniel Lee

SMi Group

+44(0) 207 827 6078

[email us here](#)

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