



Making Medicines Affordable

## PRESS RELEASE

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Brussels, 2 September 2013

### ADRIAN VAN DEN HOVEN APPOINTED AS NEW DIRECTOR GENERAL OF THE EUROPEAN GENERIC MEDICINES ASSOCIATION (EGA)



Gudbjorg Edda Eggertsdottir, President of the EGA, warmly welcomes Adrian van den Hoven on behalf of the Association, following his appointment as EGA's new Director General. Adrian will take up his position on 2nd September 2013.

The EGA's new Director General is joining the European generic and biosimilar medicines industries at a challenging time when the trade association is facing numerous priority issues on the European agenda. Gudbjorg Edda Eggertsdottir trusts that "the expertise of Adrian van den Hoven with his proven track record of high level advocacy with European Institutions, large portfolio industries and other European stakeholders, will firmly drive forward EGA's assignments".

Adrian van den Hoven comes to the EGA from his position of Deputy-Director General of BUSINESSEUROPE where he was responsible for the International Relations department, covering trade negotiations and bilateral relations, and the Industry department, covering industrial, energy, environmental and research policy. He previously worked as an International Relations researcher and an adjunct professor in Italy (EUI), France (Nice) and Canada (Windsor). He obtained his doctorate in Political Science from the University of Nice, France in 2000.

Adrian van den Hoven is committed to working with EGA members to strengthen the competitiveness of Europe's generic and biosimilar medicines industries and to increase access to high quality medicines for patients at reasonable costs for member state healthcare budgets.

Gudbjorg Edda Eggertsdottir took the opportunity to thank Beata Stepniewska, Deputy Director General, for the great work she has accomplished for the association during the past 8 months as Acting Director General.

Beata Stepniewska is looking forward to "a successful collaboration with Adrian van den Hoven and is confident that his background and experience will be of great added value to the existing team and will enrich EGA's future achievements".

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