EFPIA'S COLLEGE OF EUROPE AWARD

Edith Frénoy, 6th Prize Winner

The selection of the 2007 Award was made from six submissions, from both the Bruges (Belgium) and the Natolin (Poland) College of Europe campus.

2007 Lauréat

Edith Frénoy received the 2007 Award for her Master Thesis dedicated to “Market entry of generic drugs before patent expiration – what effect on competition?”

The Jury considered that the scope of the study is well defined/ described, and that Edith shows a good understanding of market segments and levels of competition within and between the market segments. The Thesis identifies the threats of early entrance of generics on competitiveness of research-based companies, and recognises the “illusion” of benefits to patients (in terms of reduced prices). In this, it goes well beyond descriptive analysis, also offering a series of solutions to redress adequate competition (addressing both aggressive patent litigation by generic manufacturers and reactive strategies of research-based manufacturers). The IPR dimension is very well understood. The Thesis is somewhat weaker on regulatory aspects. Also, given the scope of the Thesis, pricing and reimbursement aspects have been identified but not analysed, which constitutes a shortfall.

Ex-equo Second Prize

Considering the quality of their work, the Jury also decided to give a special mention to Thomas Kostera and Teresa Lorca Morales: they received an ex-equo second Prize.

Thomas Kostera wrote a Thesis on “Unwelcome Europeanisation – the development of European cross-border patient mobility”. The Thesis provides a good description of the role of ECJ decisions in EU policy development, and is a good basis to understand leverages within EU institutional relationships.

Teresa Lorca Morales’ Thesis was dedicated to “Merger control in the pharmaceutical sector and the innovation market assessment – European analysis in practice and differences with the American approach”. The Thesis includes pros and cons in support of the author’s conviction that the “innovation market” assessment is more appropriate than the “product market” assessment.

A the Ceremony at the College of Europe in Bruges on 11 September 2007, Rector Paul Demaret congratulated the Prize Winners. He also expressed his satisfaction with the ongoing collaboration with EFPIA, and the expansion of the approach initiated by EFPIA to other organisations.

Prof. Robert Picht, outgoing Rector of the Natolin campus, expressed his satisfaction with the Prize, which for the first time went to a Natolin student.

Teresa Lorca Morales could not participate in the Ceremony, since she has taken on a new job in Madrid. Her fellow-winners shared congratulations with her.