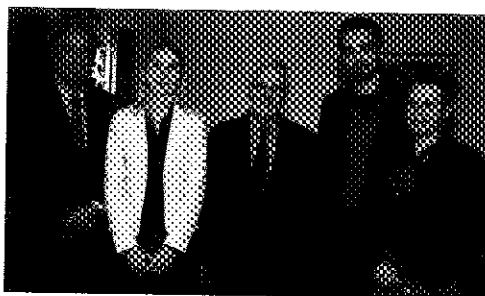


**EFPIA'S COLLEGE OF EUROPE AWARD**

**Edith Frénoy, 6<sup>th</sup> Prize Winner**



Dr Jean-Marie Muschart, Edith Frénoy, Rector Paul Demaret, Thomas Kostera, Marie-Claire Pickaert.

*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

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 pa-

tients (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-quo 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-quo 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 ap-

**EFPIA's College of Europe Award**

EFPIA started its collaboration with the College of Europe in 2001. An "EFPIA Award" was created in support of a Master's Theses covering an area of particular interest to the pharmaceutical industry. It has been agreed with the College of Europe that only theses with an academic quote of over 15/20 can compete for the EFPIA Award.

EFPIA's Award Jury is composed of the Chairpersons of EFPIA's policy committees and PATs, where appropriate. Jury's selection is based on four criteria: 1. comprehensiveness; 2. coherence of argumentation; 3. introduction of new dimensions; and 4. understanding of fundamental issues.

The winner is offered a 6-month stage in EFPIA, followed by a 6-month stage in one of EFPIA's member associations or companies. Experience has shown this to be very valuable to both EFPIA and the Prize-Winners. ✨

appropriate than the "product market" assessment.

At 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. ✨