**WHAT IS A FAIR PRICE FOR CANCER MEDICINES?**

Welcome by Ward Rommel, Chair, ECL Access to Medicines Task Force

**09:30-09:35**

Affordability & Fair Pricing in the EU Pharmaceutical Strategy
Sylvain Giraud, European Commission, DG SANTE

**09:35-09:45**

Reflection of Stakeholders on ECL’s Fair Price Definition
- Simone Boselli, EURORDIS-Rare Diseases Europe
- Anne Hendrickx, Solidaris (Belgian Mutual Fund), Member of the International Association of Mutual Benefit Societies (AIM)’s Pharmaceutical Working Group
- Allison Colbert, World Health Organization

Discussion with webinar participants

**09:45-10:00**

Fair pricing policy & Introduction of ECL’s Fair Price Definition
Lone Bilde, Danish Cancer Society

**10:00-10:20**

How do we get there? Recommendations for Decision Makers & Pharmaceutical Industry
Anna Prokupkova, Association of European Cancer Leagues (ECL)

**10:20-10:35**

Reactions to ECL’s Recommendations
- Sylvain Giraud, DG SANTE, European Commission
- Véronique Trillet-Lenoir, MEP (RE, France)
- René Imhof, Head of Global Pricing, Roche

Discussion with webinar participants

**10:35-10:55**

Closing Remarks by Ward Rommel, ECL

**10:55-11:00**

Discussion with webinar participants