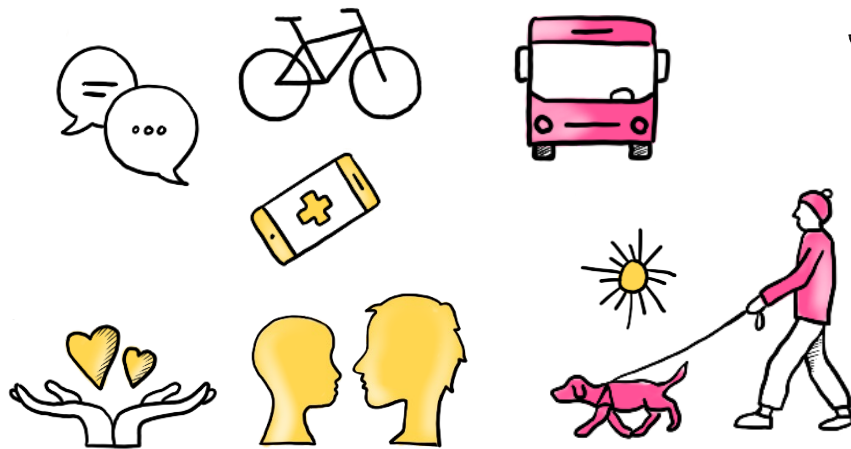


HEALTH PROMOTING GROWTH AND WELLBEING

Improving health and wellbeing, healing illnesses and accelerating growth through research, innovation and new healthcare solutions.

1. VALUE TO PEOPLE

through evidence-based medicine



2. VALUE OF THE SOCIETY

by reducing the burden of disease and
by enhancing productivity



3. ECONOMIC GROWTH

through research,
innovation and
collaboration



OUR MISSION

- We operate responsibly, promoting active dialogue and look for solutions throughout dialogue.
- We act as the link connecting our members and improve the operating conditions of the pharmaceutical industry.
- We enhance the general understanding of the societal significance of our industry and its' essential role in the healthcare.