



PRIMA

Science today offers greater promise for finding new treatments than ever before, thanks to new knowledge and new technologies. Today, European citizens can expect to live up to 30 years longer than they did a century ago. Huge reductions in mortality (e.g. in HIV/AIDS, many cancers or cardiovascular disease) and significant progress in the quality of life are the results of some large and many small steps in biopharmaceutical research.

The key contribution of the research-based pharmaceutical industry to medical progress is to turn fundamental research into innovative treatments that are widely available and accessible to patients. European citizens can expect not only to live longer, but to live longer and healthier lives. High blood pressure and cardiovascular disease can be controlled with antihypertensive medicines and cholesterol-lowering medicines, knee or hip replacements reduce immobility, and some cancers can be controlled or even cured thanks to newer targeted medicines.

Yet, there remain huge challenges in many disease areas such as Alzheimer, multiple sclerosis, many cancers and orphan diseases.

The Pharmaceutical Research Based Industry Malta Association, PRIMA, is affiliated with the European

Federation of Pharmaceutical Industries and Associations (EFPIA). EFPIA is the representative body of the pharmaceutical industry in Europe. Its members are the national industry associations of thirty countries in Europe and over forty leading pharmaceutical companies.

PRIMA's primary mission is to promote pharmaceutical discovery and development in Malta and to bring to the market medicinal products in order to improve human health.

As PRIMA, we aim to foster an environment which encourages the availability of newly researched and developed medicinals and intellectual property protection. We also aim to work in collaboration with the government and non-governmental bodies to allow patients rapid access to medicinal products.

PRIMA represents the R&D pharmaceutical companies operating in Malta with respect to government organizations. Our aim is to make such bodies aware of the views of the R&D pharmaceutical industry on all matters that are of interest to it and concern public health, especially international legislation and regulations. Furthermore we endeavour to maintain

close relations with both governmental bodies and non-governmental bodies in order to enhance an understanding of the various problems affecting the R&D pharmaceutical industry.

PRIMA is responsible to co-ordinate policies of member companies particularly as regards rules of conduct and self-regulatory ethical codes specific to the industry and organize any exchange of information and views among members. It also co-operates with international organizations having similar objectives and activities.

This association was founded by AstraZeneca, Eli Lilly, GlaxoSmithKline, Novartis, Sanofi-Aventis and Wyeth on 3rd May 2006. Today PRIMA represents 10 R&D pharmaceutical companies operating in Malta. These are the founder members together with Boehringer Ingelheim, Janssen-Cilag, Lundbeck and MSD. The current board officials are Mr. Mark Mallia as President, Mr. Alan Mulligan as Vice President, Mrs. Margot Pisani as Executive Secretary, Mr. Hilary Agius as Treasurer, Mrs. Vicky Grima as Compliance Officer and Mr. Niki Falzon as Public Relations Officer. The Public Relations Officer can be contacted on 99822169 or niki@associateddrug.com. Mailing address for PRIMA is P.O. Box 34, Naxxar. 