IFPMA International Federation of Pharmaceutical Manufacturers & Associations
Fédération Internationale de l'Industrie du Médicament
Federación Internacional de la Industria del Medicamento
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News Release

Alicia Greenidge, outgoing IFPMA Director General, to launch New Platform

Geneva, 25 June 2009 – Alicia Greenidge, formerly the IFPMA's Director General, will launch a new platform in Geneva to build relationships between developing countries, governments, organizations and industries and will shortly issue a communiqué.

Following a distinguished career in the United States Government, Ms. Greenidge came to the IFPMA, reaching out to all Geneva stakeholders, developing countries, NGOs, and intergovernmental organizations, with a focus on developing country delegations.

In Abuja, Nigeria last year, Ms. Greenidge delivered remarks at the launch of the WHO Tropical Disease Research initiative on Africa Network for Drugs and Diagnostic Innovation (ANDI) while she promoted innovation among African researchers, developers and other networks. In meetings with the Economic Community of West African States (ECOWAS), she highlighted a new IFPMA vision while receiving valuable input from them. She continued to support ANDI and included its introduction to IFPMA members at her first IFPMA Assembly that November.

Ms. Greenidge devoted extensive time generating routine listening and exchange communications with developing country delegations. This made delegations feel more welcome to contact and visit IFPMA. As part of her established "open door" policy, many developing country ambassadors and delegates came to the IFPMA to meet with her and her team. In preparation for the WHO World Health Assembly (WHA), Ms. Greenidge, early on initiated and developed with her team and the Chair of the Public Health Advocacy committee, member-coordinated messages, routine outreach to delegations and discussions with WHO on constructive ways forward, along with invitations to host receptions around the WHA, receiving wide acceptance to participate.

Ms. Greenidge delivered her maiden remarks at the WHO Executive Board this year with a focus on addressing the MDGs. She launched and participated to the NGO forum hosted by the health professional associations in Geneva, where Ms. Greenidge and the Director General of the European Generic Association spoke with one voice on anti-counterfeiting questions and engaged on the substandards and seizure matters with MSF. Recently she participated with the team to marshal a coordinated response to A (H1N1) Influenza (Swine Flu) with WHO Director General Margaret Chan.

Ms. Greenidge and US PhRMA's lead teamed up on a fact-finding and goodwill trip to Rwanda and Kenya, where she exchanged views on creative ways to leverage resources. In Rwanda, Ms. Greenidge had the high honor of delivering the Global Health Progress Leadership Recognition Award to the Honorable First Lady of Rwanda. To further proactive engagement with WHO TDR, in addition to ANDI, Ms. Greenidge coordinated IFPMA's member companies to participate in providing fellowships to clinical researchers from the developing world. She led the team to follow through on a separate quality control program with the Gambia, offered by one of IFPMA's member companies.

To better leverage the interregional character of the IFPMA membership, Ms. Greenidge early on embarked on visits to member associations in the developing world and introduced separate meetings encompassing member association heads from Europe, Asia, Australia, Latin America, North America and Africa, for more indepth discussion and exchange of views on best practices to better inform IFPMA policy making.

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During her visits to Asian regional associations last year, including those in India, Thailand, Philippines, Singapore and Malaysia, she learned about key issues facing those associations on the ground, met with their respective government officials and created a dialogue in support of member associations around significant issues. Recently she met with the member association in Kenya and prepared for interlinkages with Latin America.

Early this year, at a pre-kick off for the upcoming G8 Summit in July 2009, Ms. Greenidge joined the honorable Dr. Chan, Ministers, officials and experts, in delivering initial remarks at the Aspen Group Global Health Forum. To foster more awareness of the IFPMA's relationship with the UN, she accepted ECOSOC's invitation to co-convene its Corporate Philanthropy meeting. At that meeting, she accepted an invitation for a future joint event with ECOSOC, currently in preparation for July 2009.

Internally, having entered as the first new Director General in 11 years and following IFPMA's overall reform in 2004, Ms. Greenidge worked hands-on with the Secretariat team to transition and develop intra-Secretariat restructuring, to build new direction by adding value to messaging and coordination within the IFPMA and the Geneva community. To build wider membership awareness of crosscutting issues beyond the committee structure, Ms. Greenidge introduced a monthly IFPMA Secretariat newsletter, which was well received by CEOs and members.

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About the IFPMA:

The International Federation of Pharmaceutical Manufacturers & Associations is the global non-profit NGO representing the research-based pharmaceutical, biotech and vaccine sectors. Its members comprise 27 leading international companies and 44 national and regional industry associations covering developed and developing countries. The industry's R&D pipeline contains hundreds of new medicines and vaccines being developed to address global disease threats, including cancer, heart disease, HIV/AIDS and malaria. The IFPMA Clinical Trials Portal (www.ifpma.org/ClinicalTrials), the IFPMA's Ethical Promotion online resource (www.ifpma.org/EthicalPromotion/) and its Developing World Health Partnerships information (www.ifpma.org/HealthPartnerships) help make the industry's activities more transparent. The IFPMA strengthens patient safety by improving risk assessment of medicines and combating their counterfeiting. It also provides the secretariat for the International Conference on Harmonisation of Technical Requirements for Registration of Pharmaceuticals for Human Use (ICH).

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