



International  
Federation of  
Pharmaceutical  
Manufacturers &  
Associations

Fédération  
Internationale de  
l'Industrie du  
Médicament

Federación  
Internacional de la  
Industria del  
Medicamento



## News Release

### IFPMA Appoints Alicia Greenidge as New Director General

Geneva, 30 May 2008 – The International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) is pleased to announce the appointment of Alicia Greenidge as its new Director General. She will take office on 2 June 2008 and will succeed Dr. Harvey Bale, who is retiring after almost eleven years in the position.

Mr. Fred Hassan, President of the IFPMA and Chairman and CEO of Schering-Plough, said: “Ms. Greenidge has extensive experience working with the Geneva-based intergovernmental organizations, as well as substantive knowledge of many issues of concern to the IFPMA. This experience, combined with a practical approach and keen mind, will equip her well for this challenging role. I am very pleased with her appointment to lead IFPMA.”

Ms. Greenidge comes to the IFPMA with more than fifteen years experience in bilateral and multilateral negotiations with governments in the Americas, Africa, Asia, Pacific, Middle East, and Europe, working largely for the Office of the United States Trade Representative (USTR), both in Washington and in Geneva. In Geneva for nearly ten years, Ms. Greenidge served for a period as Acting Deputy Chief of Mission and, for the last eight years, as Assistant Deputy Chief of Mission and Senior Counsel.

Ms. Greenidge has gained a reputation as a strong and effective negotiator, but also as a bridge and coalition builder. She has kept channels of communication open and contributed to many settlements and decisions before the World Trade Organization, notably the Public Health Declaration leading up to and at Doha, Qatar in 2001 and subsequent agreements with regard to local pharmaceutical manufacturing capacity in developing countries, especially Africa. She has participated in deliberations concerning questions on the relationship of the Trade Related Intellectual Property Rights agreement (TRIPS), traditional knowledge and the Convention on Biodiversity and led in negotiated agreements on Least Developed Country matters under TRIPS.

Since 1998, she also has interacted with, and advised on issues before, other inter-governmental organizations, such as WHO (including IGWG issues and the IGM on virus sharing and access to vaccines), UNAIDS, WIPO, UNCTAD and others. In addition, she has engaged constructively with several non-governmental organizations in Geneva.

During her government service, she has interacted with industries and associations representing various sectors, including pharmaceuticals and her activities spanned across other subjects as well, such as trade remedies, dispute settlement, textiles, electronic commerce, investment measures, development assistance, aspects of the cotton issue, bananas and services trade.

Ms. Greenidge has a *Juris Doctorate* from Boston College, a Master's degree in Public International Law & International Development Economics from the American University, and a Bachelor's degree in International Relations and Sociology from C.W. Post College/LIU in the United States.

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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 25 leading international companies and 43 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](http://www.ifpma.org/ClinicalTrials)), the IFPMA's Ethical Promotion online resource ([www.ifpma.org/EthicalPromotion](http://www.ifpma.org/EthicalPromotion)) and its Developing World Health Partnerships information ([www.ifpma.org/HealthPartnerships](http://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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