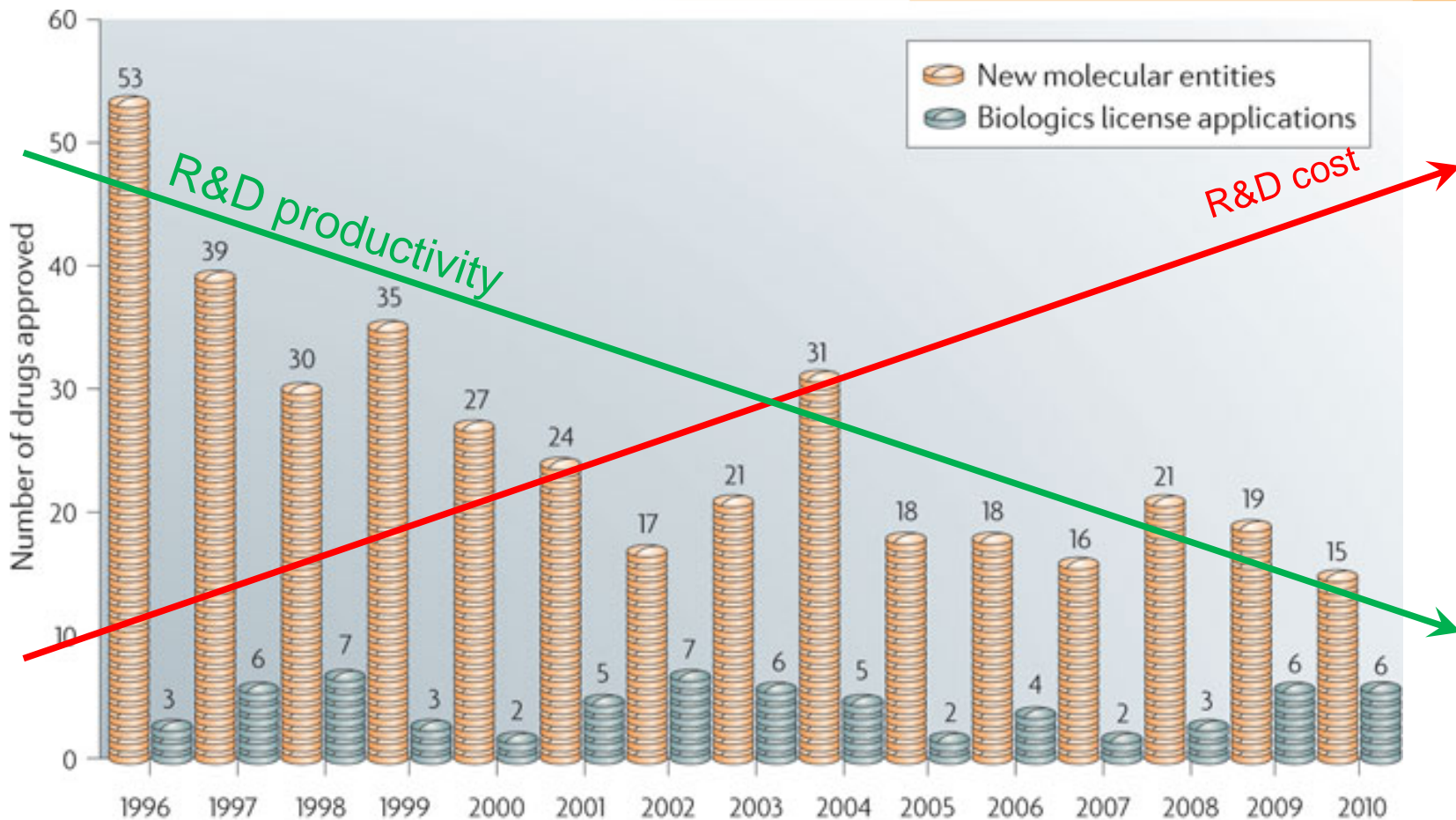


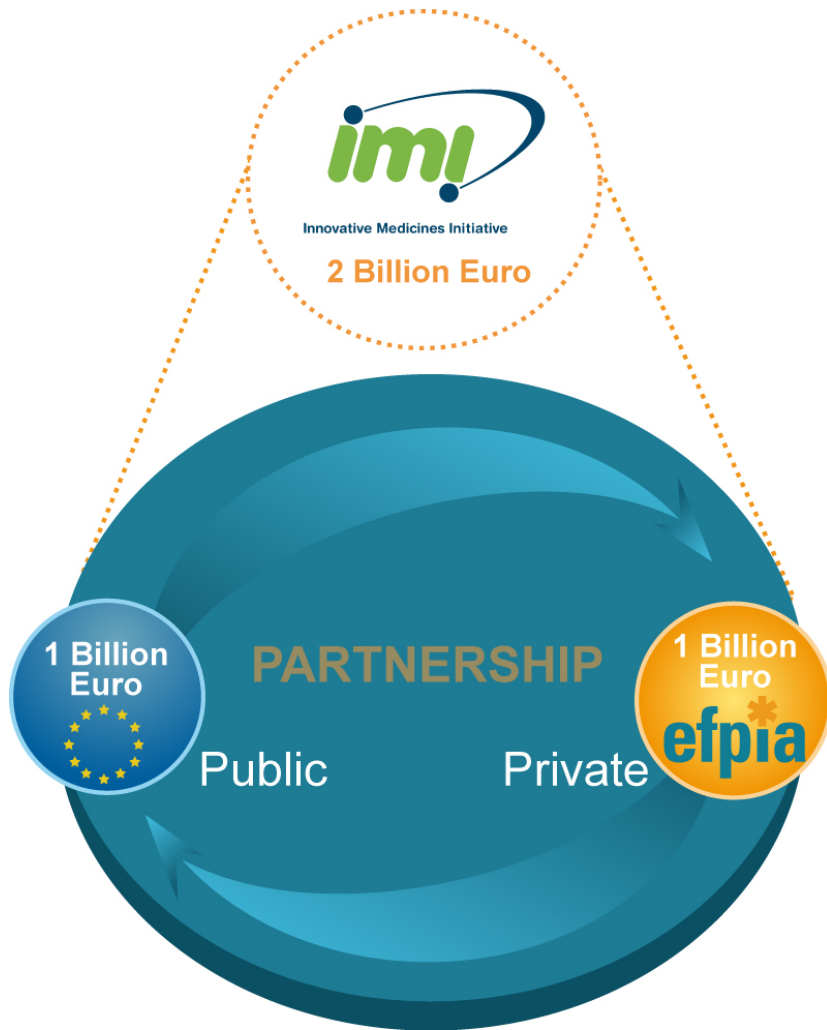
Why IMI matters to Europe's pharmaceutical industry – a PPP success story

Magda Chlebus
Director Science Policy, EFPIA

Drug development R&D cost vs productivity



Nature Reviews | Drug Discovery



**European Union and EFPIA
CEOs**

joined forces to make

**drug development in the EU
more innovative and efficient**

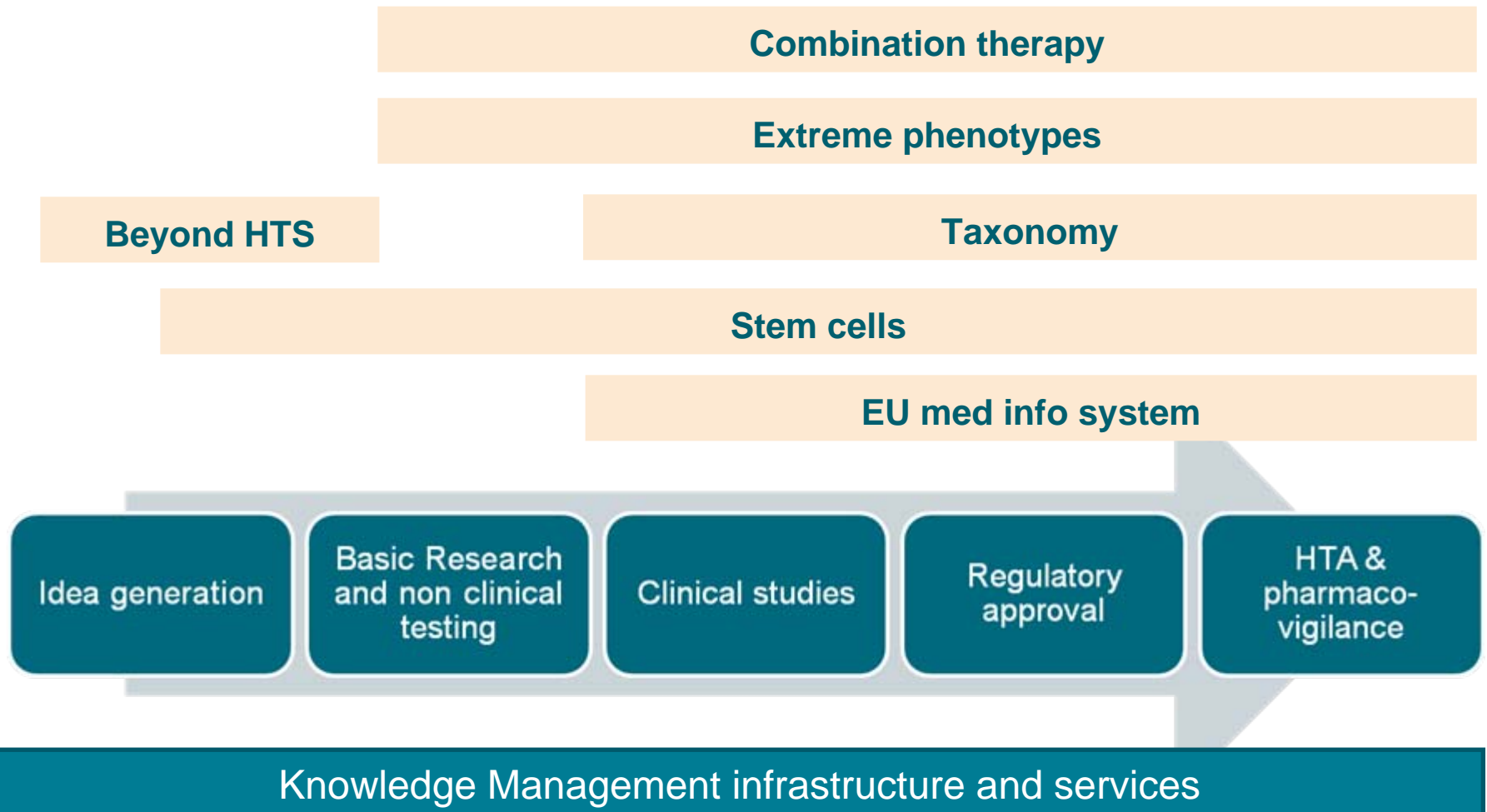
by

forming the biggest PPP in Life
Science

(adopted on December 20, 2007
by the European Council)



Innovative Medicines Initiative





- Proof of concept for new public private collaborations in pharmaceuticals
- Open collaboration to define address common challenges
- A neutral platform for dialogue defining common agenda/priorities
- IMI works: tangible deliverables after less than 2 years – a pace that no other funding scheme allows
- IMI connects the dots between science, health and growth



Thank you!