

# Annual Meetings



March 2022

EPHMRA: [generalmanager@ephmra.org](mailto:generalmanager@ephmra.org)

2022	Conference – in-person conference cancelled (due to pandemic). Online event held Mr Karsten Trautmann, Merck KGaA		2011	Stepping it Up Mr Rob Haynes, Merck Inc	Basel, Switzerland
2021	Conference – in-person conference cancelled (due to pandemic). Online event held Mr Karsten Trautmann, Merck KGaA		2010	Business as Usual? Mr Rob Haynes, Merck Inc	Berlin, Germany
2020	Conference – in-person conference cancelled (due to pandemic). Online event held Mr Karsten Trautmann, Merck KGaA		2009	Evolution or Revolution Mr Rob Haynes, Schering-Plough	Paris, France
2019	Conference Mr Karsten Trautmann, Merck KGaA	Warsaw, Poland	2008	A Night at the Movies Mr Rob Haynes, Schering-Plough	Barcelona, Spain
2018	Conference Mr Karsten Trautmann, Merck KGaA	Basel, Switzerland	2007	A Look through the Kaleidoscope Ms Anne Loisel, Abbott Laboratories	Malta
2017	Annual Conference Dr Thomas Hein, Thermo Fisher Scientific	Amsterdam, The Netherlands	2006	Truths, Myths & The Future Mr François Feig, Merck KGaA	Athens, Greece
2016	Annual Conference Dr Thomas Hein, Thermo Fisher Scientific	Frankfurt, Germany	2005	MR = Maximising Reach Mrs Barbara Ifflaender, Altana Pharma	Berlin, Germany
2015	Annual Conference Dr Thomas Hein, Thermo Fisher Scientific	Amsterdam, The Netherlands	2004	The Persistent Flow of Time Mr Georges Andre, UCB Pharma	Basel, Switzerland
2014	Embracing Change, Cultivating Opportunity Dr Thomas Hein, Thermo Fisher Scientific	Brussels, Belgium	2003	Shaping the MR Puzzle Mr Andre Boer, Yamanouchi	Madrid, Spain
2013	Research in a Changing Region EphMRA	Singapore	2002	Staying Ahead Dr U Hohgräwe, Johnson & Johnson	Brussels, Belgium
2013	Shaping the Future Dr Thomas Hein, Thermo Fisher Scientific	London, UK	2001	The Global Spectre Dr Panos Kontzalis, Novartis Pharma AG	Athens, Greece
2012	The 360 Future Dr Thomas Hein, Thermo Fisher Scientific	Paris, France	2000	20/20 Vision - Beyond the Millennium - Where Now? Dr Panos Kontzalis, Novartis Pharma AG	Madrid, Spain
2011	Asia in the Spotlight EphMRA	Shanghai, China	1999	Building a Competitive Culture Through Shared Responsibility Dr Panos Kontzalis, Novartis Pharma AG	Paris, France

# Annual Meetings March 2022

1998	Managing the Information Revolution Dr Raf De Wilde, Janssen Pharmaceutica, Belgium	Munich, Germany	1979	The Future Development of the Pharmaceutical Industry in the Light of Social Policy - Task and Challenge for Market Research Mr G E Völzke, Chemiewerk Homburg, Frankfurt	Mainz, West Germany
1997	Sharpening Tools for the Future Mrs Nicolette Huiskes, NV Organon, Netherlands	Rome, Italy	1978	Future of the Pharmaceutical Industry - The Role of Marketing Research Dr med G E Werner, F Hoffmann La Roche, Basel	Zurich, Switzerland
1996	Emerging World Opportunities - Marketing Intelligence in Context Mrs Janet Wagster, Zeneca Pharmaceuticals, UK	Barcelona, Spain	1977	Pharmalert - A New Challenge Mr J C A Van Giezen, Duphar BV, Amsterdam	Amsterdam, The Netherlands
1995	The Challenge for Growth Dr Raf De Wilde, Janssen Pharmaceutica, Belgium	Geneva, Switzerland	1976	The Value and Limitations of Current Resources in International Pharmaceutical Marketing Research Mr Jack H Hayhurst, ICI Ltd, Macclesfield	Dublin, Eire
1994	Meeting the Pressures by Intelligent Resourcing Ms Monika Giese, Solvay, Germany	Lisbon, Portugal	1975	Appropriate Means, Sources and Methods of Creating a Drug Mr C Camboulive, Lab. Delalande, Paris	Paris, France
1993	Driving for Success Mrs Janet M Henson, Fisons Plc, Loughborough, UK	The Belfry, UK	1974	Trends in Government Influence on the Pharmaceutical Industry Mr G E Völzke, Chemiewerk Homburg, Frankfurt	Munich, West Germany
1992	Healthcare: Who will be the key actor in the year 2000? Mr Patrick F Shearcroft, Roussel-Uclaf, Paris, France	Lyon, France	1973	The Marketing Man of the Future - Technocrat or Learned Man Dr A M Restelli, Recordati, Milan	Venice, Italy
1991	Extending the Boundaries of (Traditional) Pharmaceutical Marketing Research Dr J Krause, Hoechst AG, Frankfurt	Vienna, Austria	1972	The Current Affairs of the Association Mr T I Jones, Glaxo Holdings Ltd, London	Gleneagles, Scotland
1990	1992 and the Big Three - Exploring the USA, impact of a single market from Japan & EC angles Mr A H J van Doorn, Organon International BV, Oss	Luxembourg	1971	Closer Attention to the Work of Committees Mr T Beets, Organon BV, Oss	Noordwijk, The Netherlands
1989	The Clients of Marketing Research - their Requests - our Reply Mr Bernd E Grobe, Sandoz AG, Basel	Davos, Switzerland	1970	Meeting with the Representatives of National Associations and Market Research Managers of Important US Companies in Europe Dr D Burckhardt, Ciba AG, Basel	Luzern, Switzerland
1988	The Market Research Function in the '90s: New tasks with increased complexity Mr A Redaelli, Erbamont, Milan	Sorrento, Italy	1969	Future Outlook of Our Association Dr J L Brugière, Roussel-Uclaf, Paris	Nizza, France
1987	Market Research at the Crossroads - Time for a New Charter? Mr Mike E Brew, ICI Plc, Macclesfield	Runnymede, UK	1968	Data Processing as a Means for Routing Work within Marketing Research Dr G Rangnick, Schering AG, Berlin	Berlin, West Germany
1986	Solving the problems for Marketing Research created by Regulatory and other influences on the Pharmaceutical Industry Mr M Domenget, Rhône Poulenc Santé, Paris	Nice, France	1967	Sales Forecasting Mr G Billenness, The Wellcome Foundation, London	London, UK
1985	Decreasing Markets for Prescription Products - Increasing Markets for Self-Medication Products Mr G E Völzke, Degussa Pharma Homburg, Frankfurt	Munich, West Germany	1966	Control of Marketing Success in the Pharmaceutical Industry Dr N Schloesser, F Hoffmann La Roche, Basel	Lausanne, Switzerland
1984	The Impact of New technologies on Marketing Research, Marketing Research Developments and End Users Mr A H J van Doorn, Organon International BV, Oss	Scheveningen, The Netherlands	1965	Place of Marketing Research Departments in the Hierarchy of Companies Mr J R Grinda, Roussel-Uclaf, Paris	Paris, France
1983	New Techniques in Marketing Research and their future development Ms J French, Ciba-Geigy AG, Basel	Beatenberg, Switzerland	1964	Analysis of Promotional Activities as an Instrument for Marketing Dr R Rathscheck, Hoechst AG, Frankfurt	Hamburg, West Germany
1982	The International Pharmaceutical Scene in the '80s - Problems and Opportunities for Marketing Research Dr G Ambrosioni, Farmitalia Carlo Erba, Milan	Rome, Italy	1963	The Pharmaceutical Industry in the EEC Mr T Beets, Organon NV, Oss	Scheveningen, The Netherlands
1981	Developing the Market Research Function Dr A A Robinson, ICI Plc, Macclesfield	Stratford - Avon, UK	1962	General Topic Dr M Hausmann, Ciba AG, Basel	Barbizon, Switzerland
1980	Increasing Role for Consumers in HealthCare Processes - Implications for Pharmaceutical Industry - New Challenge for Marketing Research Mr J Wernert, Lab. Roger Bellon, Paris	Cannes, France	1961	Objectives of EphMRA & Statutes Dr M Hausmann, Ciba AG, Basel	Reinhartshausen, The Netherlands

