

Webinar: the pharmaceutical industry's global reset

Join ING experts to explore how US policy shifts – from TrumpRx to Pfizer's pricing deal – are reshaping pharma's global landscape. Sign up [here](#)



After months of disruption and speculation, is the global pharmaceutical industry entering a new era? With the White House's recent launch of the TrumpRx platform and a landmark deal with Pfizer to implement "most-favoured-nation" pricing, the US is signalling a dramatic shift in how it approaches drug pricing, manufacturing, and global trade.

This webinar brings together economic and strategic experts from ING to unpack the implications of these developments for the global pharma sector. We'll explore how the US is reshaping its pharmaceutical policy, and what this means for Europe, the continued rise of China, and the future of generic drug production.

Join us to understand the forces reshaping the pharmaceutical value chain – and how to stay ahead.

Details:

Date: Tuesday 4 November

Time: 1500 BST/1600 CEST/1000 ET

The webinar will last 45 minutes, including a Q&A session at the end.

The event will take place online, and the waiting room will open 60 minutes ahead of the scheduled start time.

A joining link will be emailed following registration and you will receive a reminder email 10 minutes before the scheduled start time. Sign up [here](#).

Author

Diederik Stadig

Senior Economist, Healthcare & Technology

diederik.stadig@ing.com

Disclaimer

This publication has been prepared by the Economic and Financial Analysis Division of ING Bank N.V. ("ING") solely for information purposes without regard to any particular user's investment objectives, financial situation, or means. *ING forms part of ING Group (being for this purpose ING Group N.V. and its subsidiary and affiliated companies)*. The information in the publication is not an investment recommendation and it is not investment, legal or tax advice or an offer or solicitation to purchase or sell any financial instrument. Reasonable care has been taken to ensure that this publication is not untrue or misleading when published, but ING does not represent that it is accurate or complete. ING does not accept any liability for any direct, indirect or consequential loss arising from any use of this publication. Unless otherwise stated, any views, forecasts, or estimates are solely those of the author(s), as of the date of the publication and are subject to change without notice.

The distribution of this publication may be restricted by law or regulation in different jurisdictions and persons into whose possession this publication comes should inform themselves about, and observe, such restrictions.

Copyright and database rights protection exists in this report and it may not be reproduced, distributed or published by any person for any purpose without the prior express consent of ING. All rights are reserved. ING Bank N.V. is authorised by the Dutch Central Bank and supervised by the European Central Bank (ECB), the Dutch Central Bank (DNB) and the Dutch Authority for the Financial Markets (AFM). ING Bank N.V. is incorporated in the Netherlands (Trade Register no. 33031431 Amsterdam). In the United Kingdom this information is approved and/or communicated by ING Bank N.V., London Branch. ING Bank N.V., London Branch is authorised by the Prudential Regulation Authority and is subject to regulation by the Financial Conduct Authority and limited regulation by the Prudential Regulation Authority. ING Bank N.V., London branch is registered in England (Registration number BR000341) at 8-10 Moorgate, London EC2 6DA. For US Investors: Any person wishing to discuss this report or effect transactions in any security discussed herein should contact ING Financial Markets LLC, which is a member of the NYSE, FINRA and SIPC and part of ING, and which has accepted responsibility for the distribution of this report in the United States under applicable requirements.

Additional information is available on request. For more information about ING Group, please visit www.ing.com.