

Article | 21 October 2025

HEALTHCARE

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

THINK economic and financial analysis

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](#).

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