

5<sup>TH</sup> ANNUAL EDITION

NOVEMBER 11–15, 2024



# GBW

## GLOBAL BIOSIMILARS WEEK

### Advancing Access to Biosimilars

**The 5<sup>th</sup> annual Global Biosimilars Week will take place November 11–15, 2024. The goal of this annual social media campaign is to raise awareness of the powerful impact of biosimilar medicines and provide key resources for advocates and interested parties.**

**[#GlobalBiosimilarsWeek](#)  
[globalbiosimilarsweek.org](http://globalbiosimilarsweek.org)**

#### What Is It?

Global Biosimilars Week (GBW) is annual social media awareness campaign, first launched in 2020 by the International Generic and Biosimilar Medicines Association (IGBA). Engagement and the number of participants continues to grow each year. Help make this year's campaign an even bigger success!

During this week-long social media campaign, we invite patients, stakeholders, health care professionals and their organizations around the world to share resources and information about biosimilar medicines using our hashtag [#GlobalBiosimilarsWeek](#). Together we can create a movement to advance access of biosimilars to patients around the world.

#### Why Participate?

Getting involved with this annual campaign can help advance your mission and grow your own brand awareness within a broader context of a global awareness and educational initiative. Your efforts play a critical role in educating stakeholders – including patients, medical professionals, and policymakers – to make informed decisions about their care, and ultimately provide patient access to treatment options that allow them to lead healthier lives.

#### 2024 Theme

This year's theme focuses on **Advancing Access to Biosimilars**. Better access will help more people live healthier lives worldwide.

There have been great strides made in the approval, market acceptance and adoption of biosimilar biologic medicines over the past two decades, but progress has been varied around the globe. Patients in

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many countries continue to lack access to these essential treatments. Inequity can impact patients in all geographies, globally.

Stakeholders are encouraged to share their perspectives on **Advancing Access to Biosimilars**. For example:

- Why does expanded access to biosimilars matter to you or your organization? What does it mean for patients? For clinicians? For drug benefit plans and health-care systems? Others?
- What are some of the current local/national/international barriers to advancing access to biosimilars? What could be a solution? Is there a call to action you can share to help encourage a solution? To whom should that call to action be targeted?
- What are some biosimilar examples or case studies of expanded access to biologic therapies that others can look to as a model to learn from and potentially adopt?
- How can regulatory convergence, regulatory reliance, streamlined clinical development and updated regulatory policies support a robust global pipeline of new biosimilars for patients?

## Media Partners

Join our list of industry ambassadors who help extend the reach of the Global Biosimilars Week campaign through media partnerships. We feature information about our media partners on the [official campaign website](#) and in communications and marketing materials prior to and during the event.

Raise your company profile and help educate stakeholders by participating in this annual awareness campaign! **For more information regarding media partner benefits, please contact** [info@igbamedicines.org](mailto:info@igbamedicines.org).

## What Will Be Available?

We encourage you to share your own voice and perspective – **and in your own language**. Campaign materials, including a social media toolkit, with customizable graphic assets, logo options in different languages, and a participation form are available for download at [globalbiosimilarsweek.org](http://globalbiosimilarsweek.org). Check back often for additional resources and information.

The IGBA will host a webinar on November 13, focused on the importance of Streamlining Regulatory Requirements in Advancing Access to Biosimilars for patients and healthcare systems. Registration and other webinar details will be available at [globalbiosimilarsweek.org](http://globalbiosimilarsweek.org) in October.

## How Can I Get Involved?

You and your organization can become involved in multiple ways:

- Sign up for updates and news about the campaign at [globalbiosimilarsweek.org](http://globalbiosimilarsweek.org)
- Complete the online participation form and we will feature your logo and link on the GBW website
- Become a media partner
- Share your story by adapting and personalizing the assets in the social media toolkit (available for download at [globalbiosimilarsweek.org](http://globalbiosimilarsweek.org))
- Translate content to your language where necessary/feasible
- Begin planning your content or event in September/October, so you are ready during Global Biosimilars Week – and then tell us about it!
- Help create a global movement by liking, commenting and sharing other social media posts with the hashtag [#GlobalBiosimilarsWeek](#).

## Contact Us for More Information

**Email:** [info@igbamedicines.org](mailto:info@igbamedicines.org)

**X:** [@IGBAMEDICINES](#)

**LinkedIn:** [IGBA – International Generic and Biosimilar Medicines Association](#)



INTERNATIONAL GENERIC AND  
BIOSIMILAR MEDICINES ASSOCIATION