



PRESS RELEASE

Brussels, 19 April 2002

EurActiv.com deepens coverage of Health and Food policies

EurActiv.com, the internet portal on EU affairs, has deepened its coverage of two essential policy areas: Health and Food. The current section Health & Food has been split in two different sections "Food & Consumers" and "Health & Pharma". EurActiv responded to demands by its users and its sponsors to give even more attention to these important aspects of EU policy.

The new **Food & Consumers** section will focus on food safety and legislation, consumer protection and the work of the European Food Safety Authority. It will also continue to follow evolutions in BSE and foot-and-mouth disease. A content partnership with **European consumers' organisation BEUC** will make this section an essential instrument for anyone monitoring recent and upcoming policy developments in this area. Jim Murray, BEUC's director, declared: "We are glad to collaborate in this initiative. The EurActiv service is accessible to all and we want to ensure that the consumer voice is prominent among the voices of all the other actors in this field".

The **Health & Pharma** section will cover issues such as the EU's pharmaceutical review, access to health, biomedicines and informed patients. It will also look into the health aspects of intellectual property rights, enlargement and the single market (parallel trade, free movement of patients, counterfeit medicines etc.).

The management consulting firm **McKinsey&Company** is the sponsor of both new sections. EurActiv's Editor Willy De Backer said: "We will be able to use McKinsey's outstanding industry perspectives to complement our own independent coverage of Health and Pharma issues". Philippe Mauchard, McKinsey leader of the Pharma & Health practice in Belgium said: "Policy decisions have huge implications for these sectors, which is why our firm's economic analysis may be relevant to EU institutions".

Next to McKinsey's analysis, EurActiv can also count on a content partnership with the **European Public Health Alliance (EPHA)** to produce a balanced coverage of the health issues.

BACKGROUND:

The two new EurActiv sections are available via:

- www.euractiv.com/en/food_consumers.htm
- www.euractiv.com/en/health_pharma.htm

McKinsey industry analysis of the Health & Pharma sector is available via:

- www.euractiv.com/en/analysis.htm

For both new sections, EurActiv.com is expecting further important sponsorship and content partnership agreements in the coming months.

For more information, call

Willy De Backer, Editor, at +32 2 226.58.14 or email editor@euractiv.com or

Christophe Leclercq, Publisher at +32 2 223.58.13 or email publisher@euractiv.com

The EurActiv website is available via www.euractiv.com or en français: www.euractiv.com/fr