

# GLOBAL 2<sup>ND</sup> ANNUAL BIOSIMILARS WEEK

#GlobalBiosimilarsWeek

**BIOSIMILARS | ADVANCING ACCESS**

## SAVE THE DATES

Following the success of the first ever Global Biosimilars Week in 2020, the IGBA is pleased to share plans for a second edition in November 2021!

### WHAT IS IT?

Global Biosimilars Week (GBW) is an awareness campaign, coordinated by the International Generic and Biosimilar Medicines Association ([IGBA](#)). It was first launched in [2020](#) as a week-long social media campaign. The 2020 campaign was successful and had very high international engagement from IGBA members, stakeholder groups, press and policy makers. The IGBA will renew its campaign in 2021.

### WHEN IS IT?

The 2021 edition will run from 1-5 November and is entitled 'Biosimilars | Advancing Access'.

## WHAT WILL BE AVAILABLE?

The IGBA has developed the 2021 campaign theme and structure. Each day of the week we will be focusing on the role of biosimilar medicines in Advancing Access:

Day 1 (Nov 1)	Today's Biosimilars Landscape
Day 2 (Nov 2)	The Biosimilars Road Ahead
Day 3 (Nov 3)	Biosimilars and Patient Benefits
Day 4 (Nov 4)	Building a Better Future with Biosimilars
Day 5 (Nov 5)	Join the Biosimilars Movement!

Campaign material such as a social media toolkit, graphic assets, logo, website and web resources will be made available.

## HOW CAN I GET INVOLVED?

You and your organisation can be involved in multiple ways. Over the coming months, the IGBA will invite you to:

- Sign up for updates and news about the campaign at <https://www.globalbiosimilarsweek.org/>
- Explore the social media toolkit, which will be available in early October
- Translate content to your language if necessary/feasible
- Plan your content for 1-5 November
- Support campaign content on social media channels

## CONTACT US FOR MORE INFORMATION

IGBA – [IGBABiosWeek@igbamedicines.org](mailto:IGBABiosWeek@igbamedicines.org)



INTERNATIONAL GENERIC AND  
BIOSIMILAR MEDICINES ASSOCIATION