



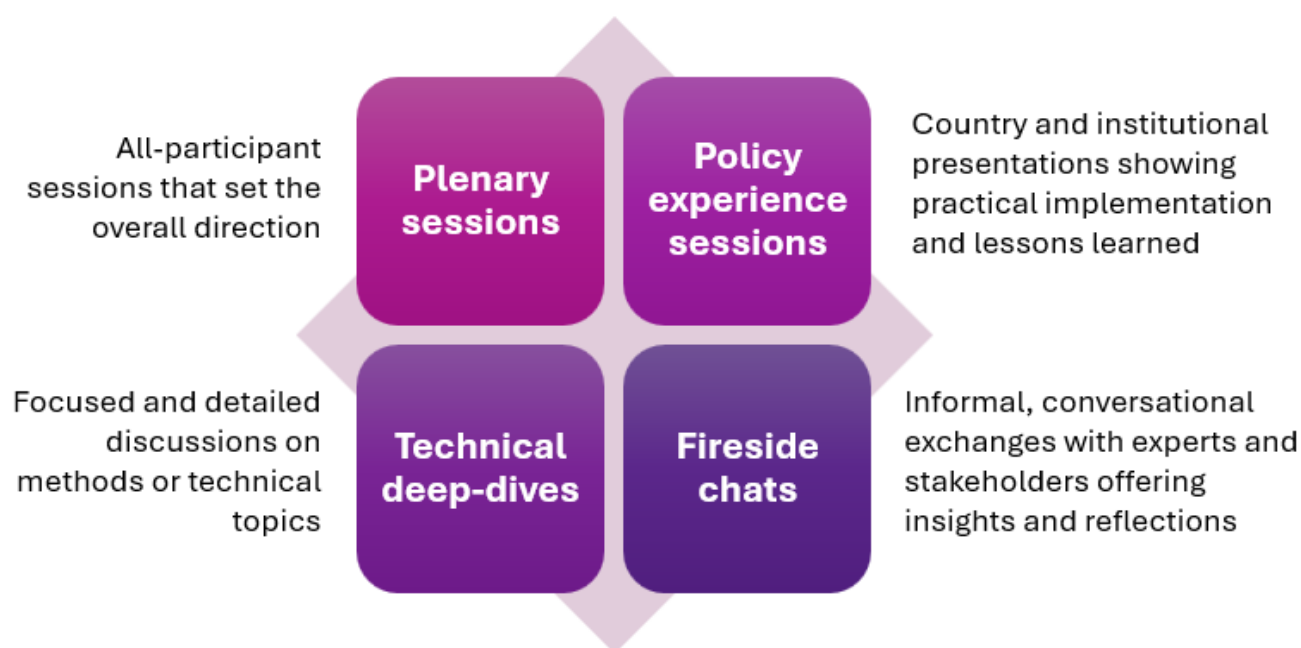
FAIR PRICING FORUM 2026

3–19 November 2026

Virtual forum

Provisional agenda

Session types



Event calendar

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NOVEMBER 2026				
Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4	5	6
	Opening plenary 13:00–15:00 (UTC)	Policy experience #1 07:00–08:30 (UTC) 14:00–15:30 (UTC)	Technical deep-dive #1 07:00–08:30 (UTC) Fireside chat #1 14:00–15:30 (UTC)	
9	10	11	12	13
	Policy experience #2 07:00–08:30 (UTC) 14:00–15:30 (UTC)	Technical deep-dive #2 07:00–08:30 (UTC) Fireside chat #2 14:00–15:30 (UTC)	Policy experience #3 07:00–08:30 (UTC) 14:00–15:30 (UTC) Technical deep-dive #3 11:00–12:30 (UTC)	
16	17	18	19	20
	Policy experience #4 07:00–08:30 (UTC) 14:00–15:30 (UTC) Technical deep-dive #4 11:00–12:30 (UTC)	Fireside chat #3 07:00–08:30 (UTC) Synthesis plenary 13:00–15:00 (UTC)	Fair Pricing Community Online Networking Day 0700-0830 / 11:00–12:30 (UTC) Closing plenary 13:00–15:00 (UTC)	

Provisional agenda

PLENARIES

Opening Plenary

3 November — 13:00–15:00 (UTC)

Theme: Fair pricing and market transparency in an evolving global policy landscape for access to health products

Description: Ensuring affordable access to medicines is becoming increasingly complex as global pharmaceutical and trade environments continue to shift. Countries are navigating simultaneous pressures: post-pandemic recovery, reductions in health funding, evolving trade and pricing policies, and the wider impacts of the Middle East crisis. Together, these forces are reshaping how governments and market actors negotiate, procure, regulate, and supply medicines, with direct implications for affordable access. This plenary explores what collective actions can safeguard a functioning pharmaceutical market and strengthen the roles of governments and stakeholders in advancing affordable access to health products.

Synthesis Plenary

18 November — 13:00–15:00 (UTC)

Theme: Key insights and reflections from the Forum

Description: This plenary distils key messages from the Forum, highlighting common themes, emerging challenges, opportunities for collaboration, and priorities for advancing fair and sustainable pricing policies.

Closing Plenary

19 November — 13:00–15:00 (UTC)

Theme: From dialogue to direction

Description: The closing plenary reflects on the Forum's discussions and outlines next steps for collective action. It consolidates momentum and reaffirms shared commitment to equitable pricing policies for medicines and health products.

POLICY EXPERIENCE SESSIONS

Policy Experience #1

4 November — 07:00–08:30 & 14:00–15:30 (UTC)

Theme: Responding to evolving global pharmaceutical policy and trade environments to ensure affordable pricing and access

Description: This session explores how evolving global pharmaceutical and trade policies are shaping countries' ability to secure affordable medicines, and how they are responding. It highlights emerging trends, their implications for pricing and access, and strategies to strengthen resilience and collaboration.

Policy Experience #2

10 November — 07:00–08:30 & 14:00–15:30 (UTC)

Theme: Medicine spending: trends, drivers, efficiency, and value for money

Description: This session presents country and regional experiences that shed light on medicine spending trends, the drivers behind expenditure growth, and approaches to improve efficiency and value for money. Discussions include competition, health technology assessment, and strategies to foster greater affordability.

Policy Experience #3

12 November — 07:00–08:30 & 14:00–15:30 (UTC)

Theme: Pharmaceutical pricing reforms in countries or regions

Description: This session highlights recent pharmaceutical pricing reforms aimed at improving affordability, transparency, and market performance. Examples include price databases, transparency measures, median price approaches, price controls, deregulation, reimbursement reclassification, foundational policy prerequisites, and major legislative reforms.

Policy Experience #4

17 November — 07:00–08:30 & 14:00–15:30 (UTC)

Theme: Advancing cooperation within and across countries to improve affordable access to medicines and health products

Description: This session provides updates on regional and international initiatives to strengthen cooperation for affordable access. Speakers share new analyses, emerging initiatives, and recent policy developments, pointing to concrete opportunities for cross-regional collaboration and sustainable access.

FIRESIDE CHATS

Fireside Chat #1

5 November — 14:00–15:30 (UTC)

Theme: The rack-rate illusion: why list prices persist despite misleading the market

Description: List prices often function like hotel “rack rates”: high posted maximums that few actually pay. These figures anchor expectations but diverge sharply from real-world prices after confidential discounts. This session unpacks why list prices persist, how they distort incentives, and what is needed to move toward a more transparent pricing environment.

Fireside Chat #2

11 November — 14:00–15:30 (UTC)

Theme: Old battles or new realities: how to influence within megatrends to bring about affordable access to medicines

Description: This session examines how global megatrends—economic, political, technological, and demographic—are reshaping the landscape for medicine pricing and access. It explores what strategies still work, what no longer does, and how stakeholders can influence future directions for affordability.

Fireside Chat #3

18 November — 07:00–08:30 (UTC)

Theme: High and ultra-high-priced medicines: balancing population-level access and individual patient needs

Description: High-priced medicines are testing the limits of health system budgets while raising urgent expectations from individual patients. This session explores how countries balance population-level access with individual needs, and discusses policy tools, governance approaches, and collaborative mechanisms for sustainable management.

TECHNICAL DEEP-DIVES

Technical Deep-Dive #1

5 November — 07:00–08:30 (UTC)

Theme: Pharmaceutical mark-up regulations

Description: This session examines how countries regulate pharmaceutical mark-ups across the supply chain and the impact on affordability, competition, and efficiency. It explores fixed versus percentage mark-ups, regulatory models, and how governments balance cost-containment with distribution incentives.

Technical Deep-Dive #2

11 November — 07:00–08:30 (UTC)

Theme: Pricing policies of medical devices

Description: This session reviews the drivers of medical device pricing and policy tools to improve affordability. Topics include financing mechanisms, bundled service models, intellectual property considerations, and variations in reimbursement policies across device categories.

Technical Deep-Dive #3

12 November — 11:00–12:30 (UTC)

Theme: Using access provisions in funding agreements to improve access to health products

Description: Governments and non-profit entities provide significant funding for health product development, manufacturing, and procurement. The agreements covering these funding arrangements can be leveraged to embed access planning at different points of the health product value chain. Access provisions can involve intellectual property management, technology transfer, data sharing, pricing, and supply commitments, among others. In this session, different stakeholders will discuss how such access provisions can be designed, where and when they should be used, and how they could support access.

Technical Deep-Dive #4

17 November — 11:00–12:30 (UTC)

Theme: Pharmaceutical pricing and the cost-effectiveness threshold

Description: Cost-effectiveness thresholds are under renewed scrutiny as new evidence challenges long-established values. This session revisits opportunity-cost principles, explores the latest technical and political developments, and examines how thresholds influence pricing and trade negotiations.

FAIR PRICING COMMUNITY — ONLINE NETWORKING DAY

19 November — 07:00–14:30 (UTC)

Theme: Informal networking and community discussions

Description: A flexible, informal space for participants to connect, share ideas, highlight emerging challenges, and spark new thinking. Light interactive elements encourage open conversation and strengthen community ties.

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