



INTERNATIONAL GENERIC AND  
BIOSIMILAR MEDICINES ASSOCIATION

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**GENEZIS, the Serbian and Montenegrin Generic and Biosimilar Medicines Association, joins IGBA**

For immediate release

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IGBA, the International Generic and Biosimilar medicines Association, representing global manufacturers of generic and biosimilar medicines, announced today that GENEZIS has been accepted and welcomed as a new IGBA Associate Member.

[GENEZIS](#) is the Association of Generic and Biosimilar Drug Manufacturers for the Republic of Serbia and the Republic of Montenegro representing respectively 14 and 9 generic and biosimilar pharmaceutical manufacturers with a corresponding generics market share of 73,4% and 70%. GENEZIS also has a strong outreach to Bosnia and Herzegovina, as well as to Macedonia.

*“We are very pleased to welcome an association from the Balkans”, commented Vivian Frittelli, IGBA Chair. “One of our goals is to be a representative body for the global generic and biosimilar medicines industries by attracting the widest assembly of members who are committed to subscribing to our standards and common principles and to matching the continuous expansion of the International Council for Harmonisation of Technical Requirements for Pharmaceuticals for Human Use (ICH)”. “By welcoming a regional association from the Balkans, IGBA extends its representation in Europe”, he added.*

GENEZIS Director, Ana Popović, commented *“It is an honour for GENEZIS to participate as a member of IGBA, whose goals we fully share. We are delighted to work together to ensure patient access to affordable, quality, safe and effective medicines and obtain a stronger voice in our region”*.

*“During the most challenging healthcare crises, access to quality-assured, safe and cost-effective medicines for patients globally is more important than ever, stressed Suzette Kox, IGBA’s Secretary General. “The generic and biosimilar medicines industry is an indispensable part of the global healthcare system. It will continue to play this important role, provided the market and regulatory policies offer the appropriate frameworks”, Kox concluded.*

**About us:** The International Generic and Biosimilar medicines Association (IGBA) strengthens cooperation between associations representing manufacturers of generic and biosimilar medicines from around the world. Adopting a patient centric approach, IGBA works to improve patients’ access to quality-assured, safe and cost-effective medicines by promoting competition and enabling innovation in the pharmaceutical sector and sustainable economic contributions for all stakeholders. For more details, regarding IGBA and its member associations, see the IGBA website at: [www.igbamedicines.org](http://www.igbamedicines.org).