

Events & Hospitality (including e4ethics)



What, Why, How to comply when organizing or supporting HCP/HCO/PO Events?

WHAT (definitions)

 **Events:** Professional, scientific, educational meetings (incl. congresses, advisory boards, investigator meetings), organized or sponsored by/for a Member Company.

 **Hospitality:** Support limited to travel, meals, accommodation, and genuine registration fees for eligible participants.

 **Host Country Principle:** Meal thresholds follow the monetary limit in the country where the event takes place.

 **e4ethics:** Binding, pre-assessment of large third-party European congresses (>500 HCPs from ≥5 EFPIA countries); a non-compliant verdict means no support by EFPIA members.

WHY (rationale)

 Ensure interactions are ethical, professional, and focused on scientific/educational purposes.

 Avoid any actual or perceived inducement to prescribe, supply, or recommend medicines.

 Promote consistency and public trust through transparent, high-quality engagement.

HOW (key rules to follow)

 **Appropriate location and venue:** Choose business-appropriate sites; avoid venues “renowned” for entertainment or that are “extravagant.”

 **International events:** Only outside the company’s home country if (a) most invitees are from abroad and logistics justify it, or (b) the relevant resource/expertise is abroad.

Hospitality scope and limits:

Only travel, meals, accommodation, registration fees; reasonable, strictly tied to the agenda.

Meals must not exceed the host country threshold (Article 10.05).

No entertainment or leisure activities; do not sponsor or organize them (10.08).

Invitees must qualify in their own right; accompanying persons only if justified by established health needs (10.06).

 No compensation for time to attend events (see Article 13).

 **Transparency:** Clearly acknowledge company support/sponsorship from the outset; secure written permission to use HCO/PO logos (Article 13.02–13.03).

 **e4ethics check:** For in-scope third-party European congresses, verify a positive e4ethics/CVS assessment before committing any support; respect appeal timelines if needed.

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Real Life Scenarios

Q1: Can we host a product-focused symposium at a resort hotel known for leisure facilities?

A: No. Venues “renowned” for entertainment or that are “extravagant” are not appropriate. Select a business-appropriate venue conducive to the scientific purpose.

Q2: We plan to sponsor HCP travel to an international congress. Which meal cap applies?

A: The host country's monetary meal threshold applies (Host Country Principle). Ensure all meals you provide or reimburse stay within that local cap.

Q3: May we fund an HCP's spouse to accompany them due to mobility issues?

A: Yes, if there is a documented, established health need (e.g., disability), you may reimburse travel/meal/accommodation within the same parameters as the HCP.

Q4: Can we add a football match to the evening program as a networking activity?

A: No. Entertainment or leisure activities must not be organized or sponsored in connection with hospitality (Article 10.08).

Q5: The congress is a large European event organized by a HCO. Do we need e4ethics clearance?

A: If it meets e4ethics scope (third-party, >500 HCPs from ≥5 EFPIA countries, in Europe; physical event), a positive e4ethics/CVS assessment is mandatory before any support. If assessed non-compliant, EFPIA members must not provide support.

Q6: Can we reimburse a half-day's meals for an HCP who attended only a morning session?

A: Yes, pro-rata reimbursement is acceptable if within host country meal caps and aligned to actual participation. Ensure documentation matches attendance.

Curious to know more about Events & Hospitality?

Tip: For international events, also check the national code where the event takes place and where HCPs practice; the stricter rule applies (except meal thresholds: host country prevails).

Please refer to following link or connect with your Ethics & Compliance Officer:

[Chapter 2 \(articles 10 to 15\), pages 19-22](#)

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