

ADVERTISING IN THE PHARMACEUTICAL INDUSTRY: RISKS, IMPACT AND PRACTICAL SOLUTIONS

On October 12, 2016, VEGAS LEX organized a workshop, *Advertising in the pharmaceutical sector: risk matrix*, for representatives of pharmaceutical companies, manufacturers of medical devices and dietary supplements.

On October 12, 2016, VEGAS LEX hosted a workshop, *Advertising in the pharmaceutical sector: risk matrix*, which focused on safe and unsafe marketing strategies. The event was developed and conducted by the law firm's Manager of Life sciences projects [Maria Borzova](#). The participants had a chance to discuss additional monitoring tools for corporate compliance systems and ways to protect the market position and assess possible risks associated with strategic planning to promote their products on the market.

During the workshop, the participants learned about the specific characteristics of advertising information; typical violations that occur during the promotion of drugs, medical equipment and dietary supplements; the risks facing the pharmaceutical market participants during the promotion of their products and the repercussions for the manufacturers if they apply controversial marketing techniques.

VEGAS LEX thanks all the participants for their active involvement and productive discussion during the workshop.

For more information on VEGAS LEX's services for the pharmaceutical industry, please click [here](#).