

November 3–7, 2025

globalbiosimilarsweek.org



The 6th annual Global Biosimilars Week will take place November 3–7, 2025.

The goal of this annual social media campaign is to raise awareness of the powerful impact of biosimilar medicines and provide key resources for advocates and interested parties.

[#GlobalBiosimilarsWeek](https://twitter.com/GlobalBiosimilarsWeek)

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What Is It?

Global Biosimilars Week (GBW) is an annual social media awareness campaign, first launched in 2020 by the International Generic and Biosimilar Medicines Association (IGBA). Engagement and the number of participants continue to grow each year.

Help make this year's campaign an even bigger success!

During this week-long social media campaign, we invite patients, stakeholders, health care professionals and their organizations around the world to share their perspectives, resources and information about biosimilar medicines using our hashtag

[#GlobalBiosimilarsWeek](https://twitter.com/GlobalBiosimilarsWeek). Together we can create a movement to advance access of biosimilars to patients around the world.

Why Participate?

Getting involved with this annual campaign can help advance your mission and grow your own brand awareness within the broader context of a global awareness and educational

initiative. Your efforts play a critical role in bring information closer to stakeholders – including patients, medical professionals, and policymakers – to make informed decisions about their care, and ultimately provide patient access to treatment options that allow them to lead healthier lives.

2025 Theme- “A Wise Investment for Global Health”

This year’s theme puts biosimilar medicines at the heart on Global Health Impact. Better access to cost-effective, biosimilar medicines represents a strategic choice for both sustainable healthcare systems and equitable patient access.

There have been great strides made in the efficient approval, market acceptance and adoption of biosimilar biologic medicines over the past two decades, but across the globe, there is still work to be done. Inequity can impact all geographies; and in many countries patient access to these essential treatments continues to be a challenge.

Stakeholders are encouraged to share examples and case studies, on why biosimilar medicines represent **A Wise Investment for Global Health**.

For example:

- In what ways could investing in biosimilar medicines transform patient care, empower clinicians, and strengthen health outcomes? How might these medicines reshape drug benefit plans and bring sustainability to healthcare systems?
- What are some of the opportunities for local/national/international policy makers to invest in securing supply and availability, but also enabling access to essential medicines, when healthcare resources are limited?
- How to deliver on the United Nations Sustainable Development Goals (UN SDGs) — making sure biosimilars deliver better outcomes for patients living with Non-Communicable Diseases (NCDs)? What strategies could support moving from access to medicines to health impact? Is there a call to action you can share to help encourage a solution? To whom should that call to action be targeted?
- What are some examples or case studies of how countries have integrated biosimilar medicines into their healthcare systems to reduce costs and improve patient access? How can these emulate others to embrace this opportunity?

Media Partners

Join our list of industry ambassadors who help extend the reach of the Global Biosimilars Week campaign through media partnerships. We feature information about our media

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partners on the official campaign website and in communications and marketing materials prior to and during the event.

Raise your company profile and help educate stakeholders by participating in this annual awareness campaign! **For more information regarding media partner benefits, please use the IGBA contact form** <https://www.igbamedicines.org/about-us/contact-us>.

What Will Be Available?

We encourage you to share your own voice and perspective – **and in your own language**. Campaign materials, including a social media toolkit, with customizable graphic assets, logo options in different languages, and a participation form are available for download at globalbiosimilarsweek.org. Check back often for additional resources and information.

Stay Tuned: The IGBA will host a webinar during the week of November 3-7.

More details and registration information will be available at globalbiosimilarsweek.org by August 2025.

How Can I Get Involved?

You and your organization can become involved in multiple ways:

- Sign up for updates and news about the campaign at globalbiosimilarsweek.org
- Become a media partner
- Share your story by adapting and personalizing the assets in the social media toolkit (available for download at globalbiosimilarsweek.org)
- Translate content to your language where necessary/feasible
- Begin planning your content in September/October, so you are ready during Global Biosimilars Week – and then tell us about it!
- Help create a global movement by liking, commenting and sharing other social media posts with the hashtag [#GlobalBiosimilarsWeek](https://twitter.com/GlobalBiosimilarsWeek).

Contact Us for More Information

IGBA Contact Form: <https://www.igbamedicines.org/about-us/contact-us>

X: @IGBAMEDICINES

LinkedIn: IGBA – International Generic and Biosimilar Medicines Association