

1. What are the regulations governing pharmaceutical promotion in Egypt?

- Promotional, educational, and awareness materials are regulated by the **General Administration of Regulating Marketing and Advertising Materials** under the **Egyptian Drug Authority (EDA)**.
- Promotional, educational, or awareness materials must be submitted for **prior approval** before publication or dissemination.
- Certain types of materials are exempt from prior approval and require only **notification** to the Administration before publication. Examples include:
 - Disease awareness materials that do not contain any pharmaceutical treatment.
 - Educational materials exchanged between healthcare professionals under company sponsorship, provided that no pharmaceutical brand name is mentioned.
 - Advertisements for cosmetics.

2. What types of products require submission of promotional materials to the Authority?

Promotional materials for all products registered with the Egyptian Drug Authority must be submitted, including:

- **Pharmaceutical products**, including prescription medicines and Non-prescription (OTC)
- **Biologicals**
- **Medical devices**
- **Biocides**
- **Dietary supplements**
- **Herbal medicines**
- **Cosmetics**

3. What are the mechanisms for obtaining approval?

- All applications are submitted through the electronic **PROMAT** platform.
- The entire process is conducted electronically, from submission through the issuance of **approvals** or **notifications**.

4. Are there published rules and procedures to guide advertising development and submission?

- Yes. All **guidelines** related to the evaluation of promotional claims, as well as submission requirements and procedures, are available on the official website of the Egyptian Drug Authority.

5. How can stakeholders receive training on advertising regulations and procedures?

- Training courses and workshops on advertising and promotional regulations and procedures are conducted regularly.
- Announcements regarding these events are published on the official EDA website and on the Authority's official social media channels.

6. Are there channels available at the Egyptian Drug Authority for reporting non-compliant promotional materials?

Yes. Reports concerning **Inappropriate ads** and other non-compliant promotional materials may be submitted through:

- The official Egyptian Drug Authority website via the “Report an Inappropriate Ad” service.
- The EDA hotline: **15301**.
- The dedicated email address for reporting inappropriate advertisements:
pm.complaint@edaegypt.gov.eg

7. How can inquiries be directed to the competent authority?

Inquiries may be submitted through:

- Email: pm@edaegypt.gov.eg
 - Internal telephone extension: **1473**
 - In-person visits to the Egyptian Drug Authority premises in El-Manyal, Cairo, at the **General Administration of Regulating Marketing and Advertising Materials**.
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