

### 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](mailto: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](mailto: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**.