Chairman's Decree No. 579 of 2026
"Concerning the Regulation of Monitoring and Follow-up of Electronic Promotional, Educational and Awareness Materials

The Chairman of the Egyptian Drug Authority,

Having reviewed:

- Law No. 127 of 1955 concerning the Practice of Pharmacy;

- Law No. 151 of 2019 establishing the Egyptian Drug Authority;

- Chairman's Decree No. 57 of 2020 concerning the determination of fees for services provided by the Authority in relation to marketing and advertising materials;

- Chairman's Decree No. 590 of 2021 concerning the Regulatory Guidelines for Promotional, Educational and Awareness Materials Published on Websites and Electronic Platforms;

- The submission of the Head of the Central Administration for Pharmaceutical Care;

- And in the interest of work;

Has decided as follows:

(Article 1)

The provisions of this Decree shall apply to the publication of electronic promotional, educational and awareness materials, including materials broadcast on television and radio, as well as printed and audiovisual materials used at scientific conferences, events and public gatherings. Such materials shall be subject to the controls, procedures and requirements stipulated in the applicable Regulatory Guidelines for Non-Prescription Medicinal Product Advertising issued in 2015 and the Regulatory Guidelines for Prescription Medicinal Product Advertising issued in 2020, except for online promotional, educational and awareness materials specifically addressed in Chairman's Decree No. 590 of 2021 concerning materials published on websites and electronic platforms.

(Article 2)

The responsibilities of each of the relevant parties, whether before or after publication, shall be determined as follows:

1) Companies and scientific offices shall be responsible for submitting the promotional, educational and awareness materials referred to in Article (1) to obtain prior approval from the General Administration for Regulation of Marketing and Advertising Materials. Their responsibilities shall also include controlling the published content and taking all necessary corrective actions to remove any inaccurate information within the timeframes specified in accordance with the Regulatory Guidelines for Promotional, Educational and Awareness Materials Published on Websites and Electronic Platforms issued in 2021.

2) The following shall be exempt from obtaining prior approval as stipulated in the preceding paragraph:

a. Disease awareness materials published by companies and scientific offices, provided that they do not contain any trade names or scientific names of pharmaceutical products. The General Administration for Regulation of Marketing and Advertising Materials shall be notified of each material at least three days prior to publication.

b. Educational materials delivered by selected healthcare professionals who are not affiliated with the company but are sponsored by it, and which are directed exclusively to healthcare professionals, provided that they do not contain any trade names of pharmaceutical products, scientific names of medicines, or uses not registered with the Egyptian Drug Authority. The General Administration for Regulation of Marketing and Advertising Materials shall be notified of each material at least three days prior to publication.

3) Companies and scientific offices shall submit a detailed publication plan for the materials referred to in items (1) and (2) of this Article to the General Administration for Regulation of Marketing and Advertising Materials prior to publication.

(Article 3)

All published materials, whether promotional, educational or awareness, shall display the approval number and expiry date as an integral part of the material, in a clearly visible and legible location. All requirements specific to each type of material, as detailed in the relevant applicable regulatory guidelines, shall also be observed.

(Article 4)

If a violating material is monitored where it published without the company's knowledge, the company shall send a formal warning, bearing the company's official stamp, to the violating party, requiring the removal of the violating content. The company shall also notify the General Administration for Regulation of Marketing and Advertising Materials to take the necessary measures.

(Article 5)

The General Administration for Regulation of Marketing and Advertising Materials shall be responsible for monitoring and following up on published marketing materials and receiving reports concerning such materials. Upon monitoring a violation involving promotional materials for products registered with the Egyptian Drug Authority, or educational or awareness materials, the Administration shall verify the violation and issue a warning letter or red-flagged letter to the company, as appropriate. The letter shall specify the corrective actions required in accordance with the type of the violation and within the timeframe determined by the Administration.

(Article 6)

This Decree shall enter into force as of its date of issuance. The competent administrations shall implement its provisions, each within its respective area of responsibility.

Dr. Ali El-Ghamrawy

Chairman of the Egyptian Drug Authority

Issued on: 7/10/2026