



58TH AESGP ANNUAL MEETING

SUPPORTING INNOVATION IN SELF-CARE
AT TIMES OF UNCERTAINTY

7 - 8 June 2022

Meliá Castilla Hotel, Madrid, Spain

58TH AESGP ANNUAL MEETING

About the conference

In order to grow the industry, it is necessary to stand out and stay ahead of trends. A good way to do this is to attend the annual meetings of the AESGP.

The AESGP Annual Meeting has been the largest and most attended meeting in the consumer healthcare industry for decades in Europe. Each year, it brings together more than 300 delegates from the consumer health industry, partner organizations and policymakers. The major trends in the sector are developed with the best experts in the field.

As the leading European conference organized by the self-care industry for the self-care industry, the AESGP Annual Meeting is a unique opportunity to meet industry colleagues and engage in discussions with health-care stakeholders and policymakers. It enables industry leaders to build valuable (new) relationships, expand their influence and stay ahead of trends.

After two years since the last face-to-face Annual Meeting due to the global pandemic, we are pleased to announce that the 58th AESGP Annual Meeting will be back face-to-face in Madrid, Spain. This event invites industry leaders and representatives from partner organizations and decision-makers to explore the key trends that are transforming the landscape of the self-care industry.

Who should attend?

The AESGP Annual Meeting is highly recommended to all executives in the consumer healthcare industry (CEO, marketing, sales, business development, regulatory, research and development, external and government affairs) and all other parties interested in the topic of self-care.

PROGRAMME

Tuesday, 7 June 2022

19.00

Opening evening

The opening evening of the 58th AESGP Annual Meeting will take place in Palacio de Linares, Paseo de Recoletos, 2 - 28014 Madrid (Spain).

Wednesday, 8 June 2022

09.00 - 9.30

OPENING: Welcome and Introduction

- **Birgit Schuhbauer**, AESGP President & Vice President Self Care EMEA Region and Developed Market Cluster, Johnson & Johnson Consumer Health Europe
- **César Hernández**, Head of Department of Medicines for Human Use, Spanish Agency of Medicines and Medical Devices (AEMPS)

9.30 - 11.00

SESSION 1: Self-care market trends

The COVID-19 pandemic continues to affect the availability of health services in Europe. Due to the increased risk of infection, many people are avoiding the doctor and taking charge of their health and wellness. All this, together with a wealth of information at their fingertips, leads to more and more people embracing self-care behaviours. The same reasons explain the popularity of the e-Pharmacy channel which seems to be a trend that is here to stay. At the same time, major consumer health business companies have announced their plans to spin off from their prescription medicines branch. This session will provide an overview of the most prominent market and business trends. It will give insights into evolving consumer behaviours that are likely to affect the consumer health industry in the medium and long term as well as how the industry is responding to that.

Moderator: Cathy Smith, former BBC presenter and correspondent, and Founder, Speak-Easy Communications

- **Amit Shukla**, Global Vice-President - Consulting Services, IQVIA Consumer Health
- **Panayotis Gezerlis**, CEO, Convert Group
- **Guillaume Gauthier**, Healthcare Industry Head, Google
- **Björn Thorngren**, CEO, Meds.se

11.30 - 13.00

SESSION 2: Regulatory innovation, a catalyst for change?

With examples from various sectors, this session will explore the potential solutions and strategies for dealing with uncertainties arising from pandemic times, geopolitical confrontations, climate change, and fast-developing technologies. It will aim to inspire the audience to target a robust and agile framework for the self-care industry to thrive in today's world.

Moderator: Cathy Smith, former BBC presenter and correspondent, and Founder, Speak-Easy Communications

- **Julie Van Ongevalle**, Executive Vice President, Sanofi Consumer Healthcare
- **Morten Friis-Olivarius**, CEO, Copenhagen Institute of NeuroCreativity (CINC)
- **César Hernández**, Head of Department of Medicines for Human Use, Spanish Agency of Medicines and Medical Devices (AEMPS)

13.00 - 14.30 BREAK: Lunch and Networking

Free access to exhibition booths by IQVIA Consumer Health and Convert Group.

14.30 - 16.00 SESSION 3: Innovation for sustainable self-care products

The European Green Deal and its new Circular Economy Action Plan have put a policy focus on sustainability and environmental labelling in the European Union. The Commission's Product Environmental Footprint (PEF) method aims to give consumers verified information about the environmental impact of the products they buy and to prevent greenwashing. This session will explore the practicalities of PEF and emerging findings of the exploratory projects run by the food industry. It aims to foster dialogue with decision-makers on how to make the best of environmental labelling.

Moderator: Cathy Smith, former BBC presenter and correspondent, and Founder, Speak-Easy Communications

16.30 - 18.00 SESSION 4: The use of advertising for responsible self-care

Along with the advice from pharmacists, advertising plays a crucial role in supporting self-care because it provides individuals with information about the availability and applications of self-care products. Responsible and ethical advertising allows people to make informed decisions about their health and well-being and to be better prepared when they become ill. This session will explore best practices in advertising and its clearance systems and will present the latest evidence of its value.

Moderator: Cathy Smith, former BBC presenter and correspondent, and Founder, Speak-Easy Communications

- **Clara Pareja**, Deputy Director of Pharmaceutical Health Quality, Department of Health, Generalitat of Catalonia
- **Jaume Pey**, Director General, Anepf
- **Dr Zahid Siddique**, Expert Strategy Director, McCann Health
- **Tamara Rogers**, Chief Marketing Officer, GSK Consumer Health
- **Ilaria Passarani**, Secretary General, PGEU

18.00 CLOSING & Invitation to the 59th AESGP Annual Meeting



PRACTICAL INFORMATION



CONFERENCE VENUE

Hotel Meliá Castilla****

Calle del Poeta Joan Maragall, 43
28020 Madrid (Spain)

GETTING THERE

Madrid Airport: 16km from Meliá Castilla hotel

Taxi: 20min travel time

Metro: 40min travel time (closest station: Cuzco)

HOTEL ROOM BOOKING

A block booking will be made at the conference hotel **from Monday, 6 June to Thursday, 9 June 2022.**

It is recommended to make reservations as soon as possible so that rates and availability are guaranteed. Please be informed that overall hotel occupancy in Madrid during the conference period is expected to be high.

Hotel rooms can be booked online on the **AESGP event page**.
Room reservation is not included in the conference registration.

REGISTRATION FEES

Conference participant: 850 € (excl. VAT*)

This fee entitles participation at the evening event on 7 June 2022, and at the conference, luncheons and coffee breaks on 8 June 2022.

Accompanying family member: 200 € (excl. VAT*)

This fee entitles participation at the evening event on 7 June 2022.

For authorities and press representatives, special rates apply. Please contact the AESGP Event Team (info@aesgp.eu) for more information.

** AESGP Conferences are subject to the VAT rules of the country where the conference takes place*

HOW TO REGISTER?

Registration for the conference can be made online on the **AESGP event page**.

Participants are encouraged to register by **22 May 2022**.

Cancellations received before 22 May 2022 will be refunded less a handling charge of 50 €. After 22 May 2022, the whole fee is withheld.

CONFERENCE SECRETARIAT

For questions on participation and registration, please contact AESGP (info@aesgp.eu, www.aesgp.eu).

SEE YOU NEXT YEAR!

59TH AESGP Annual Meeting

May -June 2023 (dates to be confirmed)

Sheraton Lisboa Hotel

Lisbon, Portugal



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