



# 59<sup>TH</sup> AESGP ANNUAL MEETING

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SELF-CARE IN EUROPE:  
PREPARING FOR A SUSTAINABLE FUTURE

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**22 – 24 May 2023**  
**Hotel Méridien Etoile, Paris, France**

# 59<sup>TH</sup> AESGP ANNUAL MEETING

Healthcare systems across Europe continue to grapple with current challenges, including the ongoing COVID-19 pandemic which has exposed their lack of resources and other weaknesses. They continue to strive to improve the human experience of healthcare, from reshaping what, how and where work is done, to rapidly adapting virtual healthcare services for patients, to forging partnerships to produce and procure necessary vaccines, treatments and supplies. At the same time, they continue to address inequities in health care, sustainability and the environment, topics that are growing in importance.

As part of the European self-care industry, we have more than ever a role to play in addressing the challenges facing European healthcare systems. The 59<sup>th</sup> AESGP Annual Meeting will review the current state of the self-care sector, explore trends, highlight the challenges and opportunities that lie ahead. How to prepare and help to prepare for a sustainable future?

## **About the AESGP Annual Meeting**

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 healthcare stakeholders and policymakers. It enables industry leaders to build valuable (new) relationships, expand their influence and stay ahead of trends.

## **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

## Monday, 22 May 2023

19.00

OPENING EVENING

**Dress Code:** Cocktail Attire

The opening evening of the 59<sup>th</sup> AESGP Annual Meeting will invite you on a cruise to explore Paris from its best avenue – the Seine.

## Tuesday, 23 May 2023

09.00 – 9.30

OPENING: Welcome and Introduction

**Dress Code:** Casual Business

By AESGP President and AESGP Director General

09.30 – 11.00

SESSION 1: EU Pharmaceutical Law Review: What Opportunities For Self-Care?

The last comprehensive review of the EU's general pharmaceutical legislation was carried out almost 20 years ago. Since then, scientific, and demographic changes have taken place and new areas of concern have emerged. In this context, the EU is reviewing the pharmaceutical legislation with the aim of creating a long-lasting and resilient regulatory framework that supports innovation and improves access. This session will bring together regulators, policy makers and industry to explore opportunities and risks for the self-care sector.

Moderated by **Jurate Svarcaite**, Director General, AESGP.

Speakers:

- **Olga Solomon**, Head of Unit for Medicines: Policy, Authorisation and Monitoring - Directorate General for Health and Food Safety (SANTE), European Commission
- **Emer Cooke**, Executive Director, European Medicines Agency (EMA)
- **Momir Radulovic**, Executive Director, Agency for Medicinal Products and Medical Devices, Slovenia
- **Christine Eising**, Chair of the AESGP Regulatory Affairs Committee, Bayer

11.30 – 13.00

SESSION 2: Environment and (One) Health

Human health and well-being are intimately linked to the state of the environment. The European Union is pursuing "a zero-pollution ambition, including for air, water and soil and protecting the health and well-being of Europeans." A broad range of policies are in place at EU level to address environmental impacts on health. But these policies potentially also present unintended consequences, such as reduced availability of pharmaceuticals and other health products or the risk of disproportionately affecting vulnerable groups. This session aims to start the discussion by framing the so-called concept of "One Health", its implementation as well as its impact on the self-care industry.

Moderated by **Maud Perrudin**, Deputy Director General, AESGP

Speakers:

- **Carlos Gonçalo das Neves**, Chief Scientist, European Food Safety Authority (EFSA)
- **Veronica Manfredi**, Director Zero Pollution, DG Environment, European Commission
- **Dr. Bastiaan J. Venhuis**, Senior Scientific Officer, RIVM, the Netherlands
- **Julie McManus**, Head of Group Regulatory Intelligence & Policy, Reckitt

14.30 – 16.00 SESSION 3: Me, Myself and the Internet

The wealth of information at consumers' fingertips, digitalisation, and the lack of availability of health services are driving more and more people to adopt self-care activities and take ownership of their health and well-being. This session will provide an overview of the most important market and business trends and information on changing consumer behaviours that may affect the industry in the medium to long term, as well as how the industry is responding to that.

Moderated by **Paul Martingell**, SVP Region Head Europe, Consumer Healthcare at Sanofi.

Speakers:

- **Holger Jacobsen**, Industry Lead Healthcare, Google
- **Prasanna Pitale**, Senior Vice-President, IQVIA Consumer Health
- **Jaume Pey**, Director General, Anepf, Spain

16.30 – 18.00 SESSION 4: Leading the Change

Whether a change occurs due to a changing national or global policy, market conditions, reorganisation, merger, or acquisition, or a leadership transition, it is not a question of whether or even when, the change will occur, but rather its duration and the disruption it brings. Leading change effectively and consistently is necessary not just for survival, but for growth and economy. The session will engage self-care industry leaders, stakeholders, and policy makers to explore the European Industrial Strategy and the importance of leadership and the role of public support for the industry in these difficult times.

Moderated by **Traugott Ullrich**, Schwabe, AESGP President.

Speakers:

- **Manoj Raghunandan**, President, Global Self Care and Consumer Experience Organization (CxO), Kenvue
- **Tamara Rogers**, Chief Marketing Officer, Haleon
- **Ken Uehara**, Executive Vice President, Taisho Pharmaceutical Co
- **Scott Melville**, President and CEO, CHPA, USA
- **Deon Schoombie**, CEO, CHPAustralia

CLOSING & Invitation to the 60<sup>th</sup> AESGP Annual Meeting



## Wednesday, 24 May 2023

The aim of the second day of the conference is to create a space where participants can meet to discuss a number of important industry topics in greater depth, brainstorm ideas, identify issues, take decisions and develop solutions. Participants will be able to choose from two tracks and attend as many workshops as they wish.

### TRACK A

09.00 – 10.30

#### Workshop “Probiotics: What Next?”

The world of probiotics is booming and leading to major scientific discoveries but what it covers is still largely unknown. The workshop will help define prebiotics, probiotics, postbiotics and synbiotics and present new scientific findings in the sector. From a comparative perspective, it will examine how these developments under which regulatory category may (or may not) reach the market and identify the associated barriers. Moderated by **Christelle Anquez-Traxler**, Regulatory and Scientific Affairs Manager, AESGP; and **Oliver Hartmann**, Legal and Regulatory Affairs Manager, AESGP.

Speakers:

- **Magali Cordaillat-Simmons**, Executive Director, Pharmabiotic Research Institute - PRI
- **Gilles Boin**, Partner, Qolumn
- **Vanesa Rocha**, CEO, SURI BioTech



### TRACK B

#### Workshop “Choosing Green”

A number of labels on the environmental performance of products (goods and services) and companies have been introduced in view of consumers' interest in choosing environmentally friendly products. To combat greenwashing and protect consumers and the environment, the EU is taking action and has proposed a new law on green claims. The session will explore the implications of this proposal for the self-care industry.

Moderated by **Luis Rhodes Baiao**, Governmental and Public Affairs Manager, AESGP

Speakers:

#### Green claims:

- **Manon Ombredane**, Associate, EU Regulatory, Competition and Trade, Fieldfisher
- **Peter Sellar**, Partner, Competition, Regulatory and Trade, Fieldfisher

#### Green Impact Index:

- **Severine Rouillet-Furnemont**, Director RSE and Sustainable Development, Green Mission Pierre Fabre
- **Aurélié Guyoux**, Chief Scientific Officer and Head of R&D, Arkofarma

#### Industry perspective comments:

- **Michelle Gibbons**, Director General, European Brands Association (AIM)

11.00 – 12.30

### Round table “Spotlight on Switch”

The roundtable will discuss the outcomes of the AESGP Switch Advisory Board meeting that took place in early 2023 outlining the current barriers to changing legal status. Panelists will share their insights and debate gaps and how to address them to ensure a thriving switch environment.

Moderated by **Christelle Anquez-Traxler**, Regulatory and Scientific Affairs Manager, AESGP; and **Christine Eising**, Chair of the AESGP Regulatory Affairs Committee, Bayer.

Speakers:

- **James Walmsley**, Consultant, Snakestick Ltd
- **Jorge Batista**, Professional Affairs Advisor, Pharmaceutical Group of the European Union (PGEU)
- **Natalie Gauld**, Global Switch Expert, Natalie Gauld Ltd
- **Sabrina Pradeau**, Global Head of Regulatory Affairs, Rx-to-OTC Switch - Women Health, Perrigo
- **Dr. Sandra Monteiro**, Pharmacist, Directorate of Drug Evaluation, INFARMED – National Authority of Medicines and Health Products (Portugal)

### Workshop “Consumer Healthcare E-commerce: Opportunities and Challenges”

Self-care e-commerce is growing above the overall retail market performance and does not appear to be slowing down. This workshop will examine the challenges and opportunities presented by e-commerce channels as they relate to self-care products.

Moderated by **Paul-Etienne Schaeffer**, Life Sciences Regulatory Affairs Manager, AESGP.

Speakers:

- **François-Xavier Lery**, Head of Pharmaceutical and Consumer Care Section, EDQM
- **Panayotis Gezerlis**, CEO, Convert Group
- **Thomas Heil**, Vice President, IQVIA Consumer Health

12.30 – 13.30

BREAK: LUNCH AND NETWORKING

13.30 – 15.00

### Workshop “Beyond the MDR Amendment of Transitional Provisions:

#### How to Tackle Systemic Issues Related to MDR’s Governance and Structure?”

This workshop will discuss systemic issues related to the regulatory structure and governance of the MDR preventing its full and effective implementation. In doing so, current and future measures to address these issues will be reviewed. In this context, an update will be made on the implementation of the non-legislative measures listed in the MDCG position 2022-14 which have been agreed upon to facilitate the transition to the MDR. The workshop aims to identify ways for business operators within their remit to mitigate these systemic issues with respect to the implementation of the MDR.

Moderated by **Oliver Hartmann**, Legal and Regulatory Affairs Manager, AESGP.

Speakers:

- **Fabien Roy**, Partner, Hogan Lovells International LLP
- **Merlin Rietschel**, Senior Manager Medical Devices, MedTech Europe
- **Maikel Hendriks**, CEO, Medical Brands

### Training Session “Handling the Media”

AESGP seeks to gain a greater voice among the many players in their specialized health care field. This training session will cover in brief some theory and practice in constructing simple, clear messages under normal and crisis circumstances, and will provide some tips on how best to engage the media.

By attending this session, the participants will have:

- gained knowledge and practice of formulating simple and effective messages.
- gained knowledge and practice of writing key messages in a pressured, crisis scenario.
- learned about best practice in engaging media.

This training session will be delivered by **Sarah Wachter**, Dods Associate Communications Trainer, Dods Training.

Moderated by **Padma Kamath**, Director of Regulatory and Scientific Affairs, GSCF.

Speakers:

- **Joe Muscat**, Environmental Stewardship and Innovation Senior Director, Haleon
- **Dennis Stern**, Manager Sustainability and Environment, BAH
- **Arnau Constant**, Head of Packaging Innovation, Sanofi Consumer Healthcare



# PRACTICAL INFORMATION



## CONFERENCE VENUE

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### Hotel Méridien Etoile

81 Boulevard Gouvion Saint-Cyr,  
75017 Paris (France)

## OPENING VENUE

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### Paris Seine River Boat Cruise

Boat Cruise - Bateaux-Mouches Jean Bruel  
Address: Port de la Conférence, Pont de l'Alma,  
Rive Droite, 75008 Paris (France)

## HOTEL ROOM BOOKING

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A block booking has been made at the conference hotel.

We recommend making reservations as soon as possible so that rates and availability are guaranteed. Please be informed that overall hotel occupancy in Paris 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

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**Conference participant:** 1,450€ (excl. VAT\*)

This fee entitles participation at the evening event on Monday, 22 May 2023; the conference, luncheons and coffee breaks on Tuesday, 23 May 2023; and the workshops, luncheons and coffee breaks on Wednesday, 24 May 2023.

**Accompanying family member:** 350€ (excl. VAT\*)

This fee entitles participation at the evening event on Monday, 22 May 2023.

For authorities and press representatives, special rates apply. Please contact the AESGP Event Team ([info@aesgp.eu](mailto: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?

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Registration for the conference must be done online on the **AESGP event page** ([www.aesgp.eu](http://www.aesgp.eu)).

Participants are encouraged to register by **21 April 2023**.

Cancellations received before 21 April 2023 will be refunded less a handling charge of 50€. After that date, the whole fee is withheld.



# SEE YOU NEXT YEAR!

## 60<sup>TH</sup> AESGP Annual Meeting

**May–June 2024** (dates to be confirmed)

Brussels, Belgium



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