



60 1964 2024

# Celebrating 60 years of self-care

60<sup>TH</sup> AESGP  
ANNUAL MEETING

4 – 6 June 2024

Radisson Collection Hotel Grand Place,  
Brussels, Belgium

AESGP 



For 60 years, AESGP has been the voice of the European self-care industry. It was founded in Paris in 1964 by three visionary companies: Miles, Nicholas and Vick.

At the time, "self-care" was synonymous with home remedies, and was even considered unnecessary.

The founders of AESGP had a vision of a dynamic and innovative sector of the **life sciences industry** that would enable people to play a greater role in their own **health** and **practise self-care**.

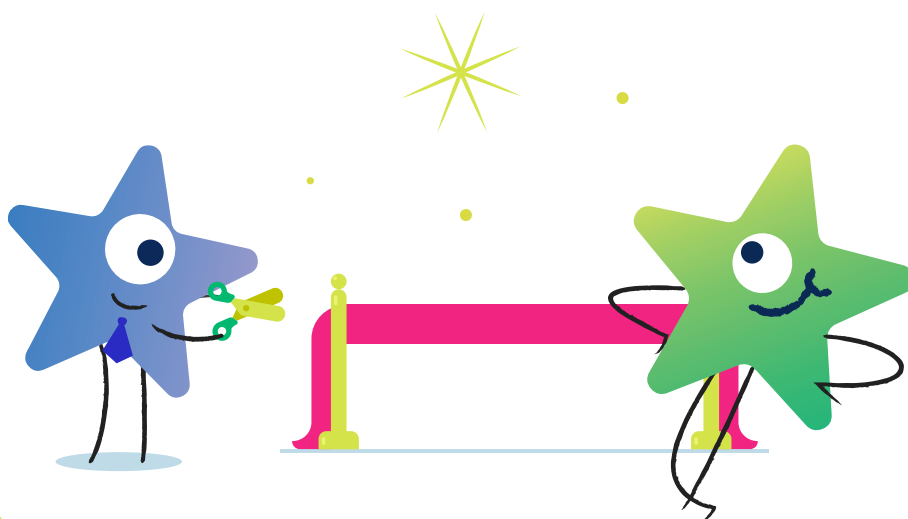


60 years later, self-care is a well-defined concept recognised by the WHO and other international institutions. It has also become an integral part of health policy in Europe.

To mark our 60<sup>th</sup> anniversary, the AESGP Annual Meeting aims to bring together experts, policymakers, stakeholders and our members to reflect on the organisation's milestones, but also to chart the way forward for the future of self-care, taking into account new trends and perspectives affecting the industry and beyond.



The many successes of AESGP would not have been possible without a group of people, members and partners, united in the desire to empower people to take better care of their health and that of their families. With this 60th anniversary event, we want to celebrate their passion and dedication.



# About the AESGP Annual Meeting

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



## Tuesday, 4 June 2024

DRESS CODE **Cocktail Attire**

**19.00**

### **Self-Care Gala**

The opening evening of the 60<sup>th</sup> AESGP Annual Meeting will invite you to celebrate the milestones in the history of AESGP and the contribution of our members and stakeholders to ensuring access to safe, effective and sustainable self-care for all in Europe.

The AESGP Self-Care Gala will take place in the iconic Bourse – Beurs of Brussels. This elegant venue used to be Brussels' Stock Exchange institution and is now home to a mix of public and private spaces honoring Belgium's heritage such as the Belgian Beer World museum.

---

## Wednesday, 5 June 2024

DRESS CODE **Casual Business**

**09.00 – 09.30**

### OPENING **Welcome and Introduction**

By **Jonathan Workman**, AESGP President

---

**09.30 – 11.00**

### SESSION 1 **No Healthcare Without Self-Care**

Longer life expectancy and falling birth rates are leading to an ageing population in Europe. These demographic changes, as well as emerging threats such as new pathogens, must be taken into account by policy makers when transforming social and healthcare systems. Greater empowerment of individuals through self-care can create a more productive and independent population, keeping people out of care institutions so that they are available to those who really need them. The first session will invite policy makers and stakeholders to discuss role self-care could play in transforming health and social care.

Speaker:

- **Chris James**, Senior Health Economist, OECD
  - **Ilaria Passarani**, Secretary General, the Pharmaceutical Group of the European Union (PGEU)
-

11.30 – 13.00

## SESSION 2 The Transformation of Regulatory Systems

How can planning and management help regulatory systems to adapt to crises, scientific developments and digital advances? How can calls for transparency and new forms of funding enable regulatory systems to achieve their objectives? This session will bring together representatives from European and national agencies that regulate self-care products to discuss the current challenges facing regulators and explore effective ways of ensuring access to safe effective and sustainable products.

Speakers:

- **Emer Cooke**, Executive Director, European Medicines Agency (EMA)
- **Hugues Malonne**, Chief Executive Officer, Federal Agency for Medicines and Health Products (FAMHP), Belgium
- **Guilhem de Seze**, Head of Risk Assessment Production Department, European Food Safety Authority (EFSA)
- **Mercedes Vinas**, Director of Submissions and Interaction, European Chemicals Agency (ECHA)
- **Rainer Becker**, Director, Medical Products and Innovation, DG Santé, European Commission

13.00 – 14.30 BREAK **Lunch and Networking**

## Afternoon - Parallel sessions

The aim of the afternoon sessions 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.

14.30 – 16.00

### TRACK A

#### ● ROUNDTABLE

### What Is Next in the Food Supplements Regulatory Framework?

This roundtable will address recent regulatory developments relating to food supplements, including the following topics:

- The setting of maximum levels for vitamins and minerals.
- The safety of 'other substances' and the procedure under Article 8 of Regulation 1925/2006.
- The establishment of nutriviigilance systems at national level.

At the same time, the impact of these developments on the current regulatory framework and the marketing of food supplements in the EU will be examined.

Speaker:

- **Patrick Coppens**, Director Regulatory & Scientific Affairs, Food Supplements Europe

### TRACK B

#### ● WORKSHOP

### Managing Fake News and Disinformation

This workshop will examine trends in misinformation and 'fake news' in narrative arcs and strategies, as well as trends in the use of different social media platforms. By attending this session, participants will receive tips and techniques for recognising and combating 'fake news'.

Speaker:

- **Sarah Wachter**, Dods Associate Communications Trainer, Dods Training



16.30 – 18.00

## TRACK A

### ● ROUNDTABLE

#### Industries' Collaboration on Sustainable Packaging

Join us for a dynamic roundtable discussion on industry collaborative efforts for sustainable packaging solutions. Speakers will share insights into their innovative approaches and initiatives to reduce environmental impact, while exploring valuable perspectives on regulatory frameworks and legal considerations in this area. Don't miss this opportunity to explore the latest advances and strategies leading to positive change in sustainable packaging.

Speakers:

- **Jamie Stone**, Strategic Design, Innovation & Sustainability Leader, PA Consulting
- **Kristina Andersson**, Senior Manager Sustainability, Perrigo

## TRACK B

### ● ROUNDTABLE

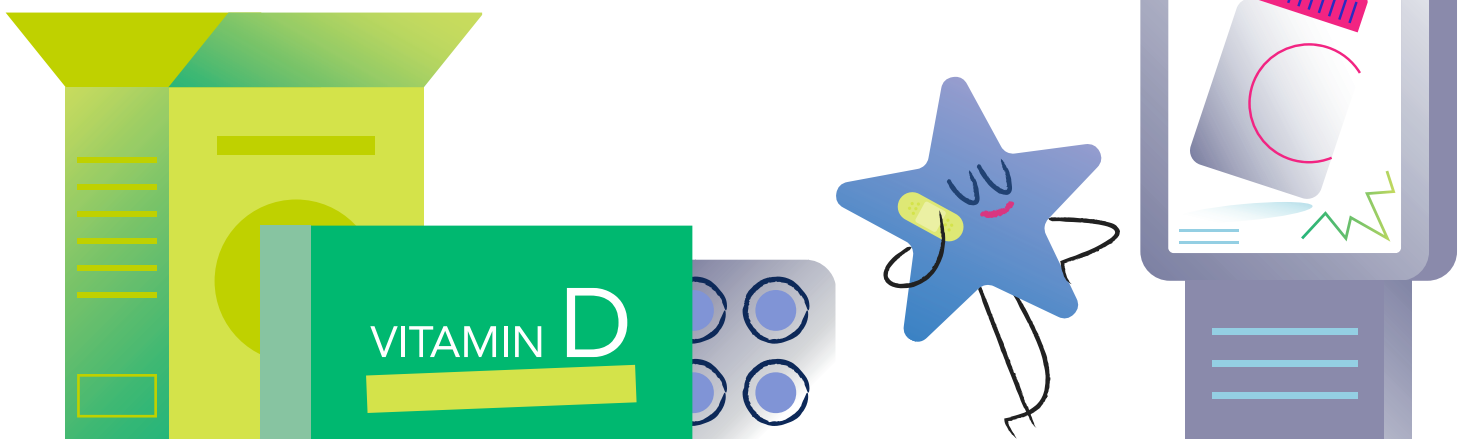
#### Trustworthy and Responsible Online Advertising for Self-Care Products

When done correctly, consumer health advertising can have a positive impact on people's lives, significantly improving health outcomes. Over the last thirty years, online advertising has evolved into a specific type of advertising that allows stakeholders to reach consumers/users in a unique way and in unprecedented numbers. While this development has many benefits and contributes to responsible self-care practice and better use of healthcare resources, it also creates challenges of a different kind.

Drawing on the expertise of experienced speakers representing a range of stakeholders, including the European Commission, self-regulation bodies, industry and others, this roundtable will explore how to create and maintain trustworthy and responsible online advertising for self-care products.

Speakers:

- **Otto van der Harst**, Director, Stichting Reclame Code (SRC), The Netherlands
- **Holger Jacobsen**, Industry Lead, Google
- **Deborah Behar**, Legal Officer, Directorate-General for Communications Networks, Content and Technology, European Commission
- **Janine Galjaard**, Director, Keuringsraad, The Netherlands



**09.00 – 10.30**

## SESSION 3

### **How Does Climate Change Affect Health and Self-Care?**

Climate change is the biggest public health threat of our time. Climate-driven extreme heat, floods, water scarcity, air pollution and lack of food are exacerbating a range of health challenges, including heart conditions, asthma, allergies and malnutrition, among many others. This is not happening tomorrow; this is happening now across Europe. Those most at risk live in the same communities that lack access to healthcare, adding further pressure to fragile health systems and complexity to concurrent polycrises. This session will explore the role of self-care in preventing and managing the impacts of climate on health through a multistakeholder approach and building community resilience.

Speaker:

- **Volker Spitzer**, Global Vice President, R&D/RWE Services, IQVIA Consumer Health
- 

**11.00 – 12.30**

## SESSION 4

### **The Future of Self-Care Is Bright**

People are increasingly concerned about their health and aware of the impact of their lifestyle choices on their health and that of others. People have never been so well informed. Information on health and well-being available anytime, anywhere. These are just some of the key trends shaping the self-care market. This session will bring together behavioural and market data experts to explore emerging trends and drivers, as well as the latest market results.

Speakers:

- **Clemens Oberhammer**, Senior Partner, Simon-Kucher
  - **Amit Shukla**, Global Vice President, Consulting & Analytics, IQVIA Consumer Health
  - **Carlton Lawson**, Group President, Europe, Middle East and Africa & Latin America, Kenvue
- 

**12.30 – 14.00**

## BREAK

### **Lunch and Networking**





# Afternoon - Parallel sessions

The aim of the afternoon sessions 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.

14.00 – 15.30

## TRACK A

### ● ROUNDTABLE

#### The Future of the Medical Devices Regulatory Framework

In accordance with the MDR, the Commission is under the obligation to assess the application of the Regulation and produce an evaluation report concerning the achievement of the objectives of this legislation at the latest by May 2027. Due to the ongoing challenges in the implementation process of the MDR, the Commission announced recently that it will start preparatory works for a targeted evaluation already in 2024 and, in doing so, looking at whether the legislation has delivered results as intended. Already in 2023, the Commission ordered a study on regulatory governance and innovation in the field of medical devices which is expected to provide first results on Q3/2024.

In light of these developments, this roundtable will discuss potential solutions and means to address the ongoing implementation challenges linked to regulatory system of the MDR.

Speakers:

- **Alessia Gramuglia**, Senior Manager for Technical and Regulatory Affairs, COCIR, Belgium
- **Petra Zoellner**, Regulatory Affairs (IVDR & MDR), MedTech Europe, Belgium
- **Rainer Becker**, Deputy Director General for Health, European Commission, Directorate-General for Health and Food Safety (DG SANTE)
- **Suzanne Halliday**, VP Regulatory & Head of the BSI Medical Devices Notified Body, BSI Group, United Kingdom

## TRACK B

### ● ROUNDTABLE

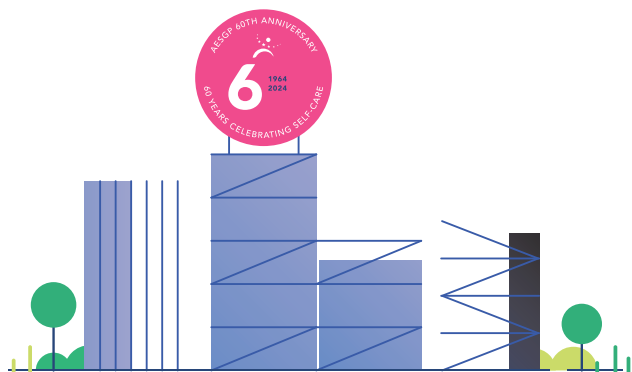
#### AI in healthcare and beyond

The increasing complexity and volume of data in healthcare make the application of artificial intelligence (AI) more common. AI is already used in various forms by healthcare payers, providers, and life sciences companies. AI uses several related technologies like natural language processing, data analytics, and machine learning, which are progressively finding applications in healthcare, with the potential to transform patient care and administrative processes across various organizations in the field.

AI tools have raised many questions of ethics and competition, but how could these impact the particular accessibility of self-care products to patients? The roundtable will explore the potential benefits of automating aspects of care through AI and highlight the barriers that slow down its rapid implementation in healthcare.

Speakers:

- **Saila Rinne**, Acting Head of Unit, Directorate-General Communications Networks, Content and Technology Unit H3 “eHealth, Well-Being and Ageing”, European Commission
- **Eric Sutherland**, Senior Health Economist, OECD



15.30 – 15.50

## COFFEE BREAK

### AESGP OTC Ingredients Directory Update Presented by Clarivate™

The AESGP OTC Ingredients Directory presents the classification status (prescription vs non-prescription) of over 200 active pharmaceutical ingredients in 39 countries in Europe and beyond.

To maintain a high level of quality and ensure that the data presented in the OTC Ingredients Directory is up to date, AESGP has partnered with Clarivate™ to revise the status of the active pharmaceutical ingredients listed in the Directory as well as to take into account the most recent switches that have taken place. The database has been enhanced with key data such as approved OTC posology and indications. For this update, Clarivate has used technology-based scripting of the pertinent Competent Authorities websites, translational services and manual content curation by the Subject Matter Experts.

We invite you to join us over coffee to find out more about the AESGP OTC Ingredients Directory and Clarivate's recent update.

16.00 – 17.30

## TRACK A

### ● ROUNDTABLE

#### The Future of Switching

Several important trends are expected to influence the future landscape of switch in Europe. These trends include changes in the structure and focus of the consumer healthcare industry, the increasing influence and use of digital technology, and changes in consumer attitudes and behaviours around health and self-care.

The future of switches will be different in terms of the indications in which switches are pursued and the healthcare environment in which they are delivered. Recent innovations in switches provide valuable insights into the potential trajectory of future switches. The roundtable will discuss these trends and future challenges by presenting the views of various stakeholders in the field of self-care.

Moderator:

- **Christine Eising**, Head RA EMEA Consumer Health, Bayer

Speakers:

- **Koen Straetmans**, President, APB
- **Natalie Gauld**, Global Switch Expert, Natalie Gauld Ltd
- **Sabrina Pradeau**, Associate Director Global Regulatory Affairs Women's Health, Perrigo

## TRACK B

### ● WORKSHOP

#### Embedding self-care skills in the lifelong learning of healthcare professionals

Self-care is an important component of the pharmacy curriculum because of its growing importance. The self-care movement offers pharmacists a unique opportunity to use their knowledge and expertise for the benefit of their patients and communities. Self-care has traditionally been taught as part of an integrated programme and/or as a stand-alone course.

With an expanding offering of self-care products, self-care skills are becoming an essential part of learning throughout a pharmacist's career. This session will explore lessons learned and best practice in the effective teaching of self-care within curricula and lifelong learning programmes.

17.45 – 18.00

## Closing & Invitation to the 61<sup>st</sup> AESGP Annual Meeting

By **Jurate Svarcaite**, AESGP Director General



# Practical information



## Conference Venue

**Radisson Collection Hotel,  
Grand Place Brussels**  
Rue du Fossé aux Loups 47  
1000 Brussels, Belgium

## Opening Venue

**Belgian Beer World**  
Rue de la Bourse 21  
1000 Brussels, Belgium

## Getting there

### From Brussels Airport

Taxi ~ 35-40 min travel time

### From Brussels-South Station

Taxi ~ 22 min travel time

Public transport ~ 11-15 min travel time  
(tram lines 3 & 4)

### From Brussels-Central Station

Walking ~ 7 min travel time

Taxi ~ 4 min travel time

## Hotel room booking

A block booking has been made in the following hotels.

**We recommend making reservations as soon as possible so that rates and availability are guaranteed.** Please be informed that overall hotel occupancy in Brussels during the conference period is expected to be high.

**Room reservation is not included in the conference registration.**

### NH Collection Brussels Centre

Boulevard Adolphe Max 7,  
1000 Brussels

Walking distance  
from conference venue: 4 minutes

**Price range:** 260 euros / night

[Click here to book this hotel](#)

### Hilton Brussels Grand Place

Carrefour de l'Europe 3,  
1000 Brussels

Walking distance  
from conference venue: 8 minutes

**Price range:** 260 euros / night

[Click here to book this hotel](#)

# Registration fees

**Conference participant:** 1,500€ (excl. VAT\*)

This fee entitles participation at the evening event on Tuesday, 4 June 2024; the conference, workshops, luncheons and coffee breaks on Wednesday, 5 June and Thursday, 6 June 2024.

**Accompanying family member:** 400€ (excl. VAT\*)

This fee entitles participation at the evening event on Tuesday, 4 June 2024.

Authorities, press representatives, and counterparts of AESGP benefit from complimentary registrations upon verification. 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?

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 **4 May 2024**.

Cancellations received before 4 May 2024 will be refunded less a handling charge of 50€. After that date, the whole fee is withheld.





**60 YEARS  
CELEBRATING  
SELF-CARE**

# Save the date

## **61<sup>st</sup> AESGP Annual Meeting**

**3 – 5 June 2025**

**Hilton Warsaw City  
Warsaw, Poland**

