

61<sup>ST</sup> AESGP ANNUAL MEETING

# Prevention through **Self-Care**

2–4 June 2025

Hilton Warsaw City,  
Warsaw (Poland)



Many people practice self-care, often with the support of healthcare professionals and community workers, to manage health conditions or maintain good health. Every year in Europe, more than 1.2 billion cases of minor ailments are managed or prevented by people using non-prescription medicines. In addition, an increasing number of self-care interventions involve the use of medical devices and food supplements. Despite this, general practitioners (GPs) in Europe still spend at least an hour a day on appointments related to self-care indications, and too little time and resources are devoted to prevention.

In recent years, there has been growing interest in self-care as a component of accessible and sustainable health systems and national prevention strategies. This includes the production of evidence and guidelines to support responsible self-care interventions. Self-care and healthcare often overlap and provide an opportunity to enhance their benefits for individual health, public health, and economies. Furthermore, self-care interventions can contribute to strengthening self-determination, self-efficacy, autonomy, and engagement in health, for both self-carers and caregivers.

In this context, the 61<sup>st</sup> AESGP Annual Meeting will bring together industry leaders, policymakers, and self-care stakeholders to discuss key economic and demographic trends affecting healthcare policy, with a focus on prevention. Expert speakers will address the impact of these trends on the self-care industry, highlighting the challenges and opportunities ahead.

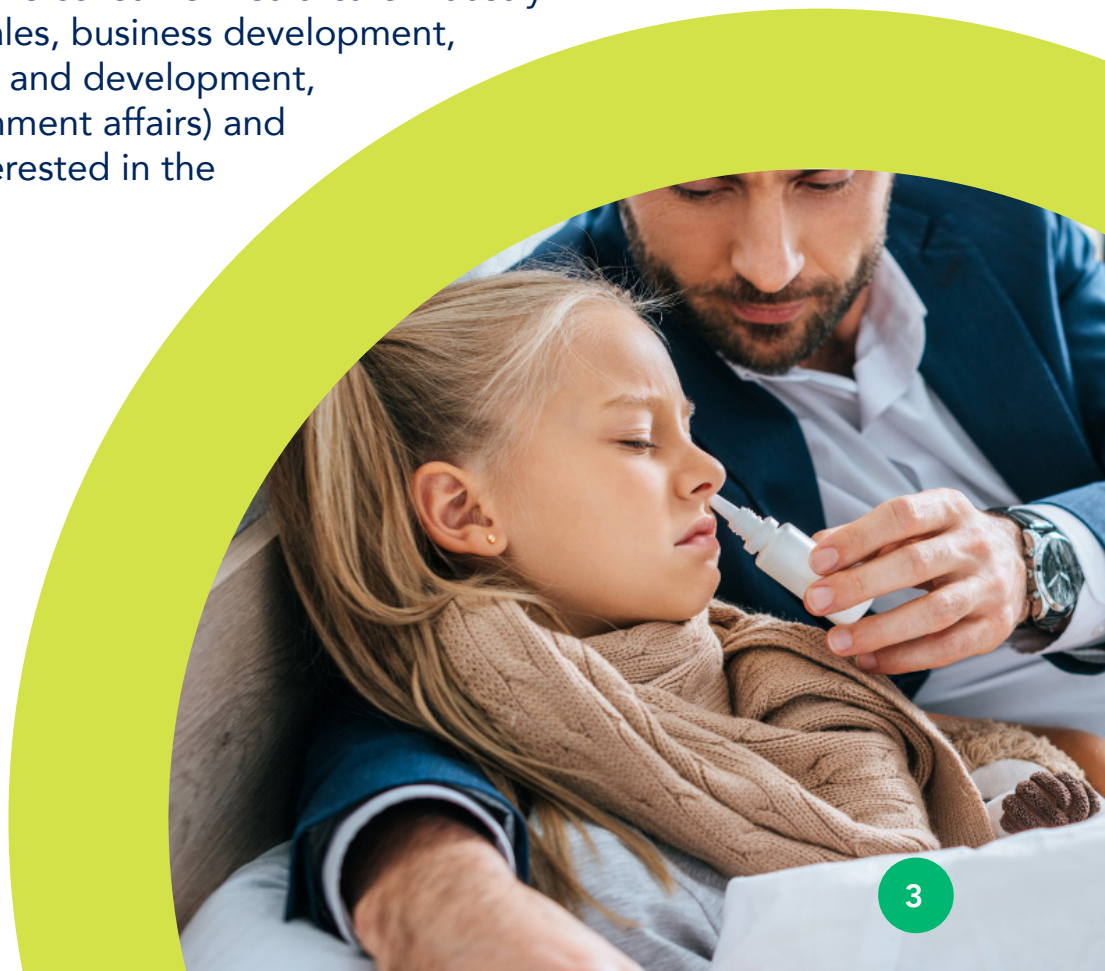
# About the AESGP Annual Meeting

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 61<sup>st</sup> AESGP Annual Meeting offers a valuable opportunity to explore the current state of the self-care industry and to shape and anticipate upcoming trends with experts in this 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, 2 June 2025

 DRESS CODE: **Cocktail Attire**

### **19.00** Opening event of 61<sup>st</sup> AESGP Annual Meeting

The opening evening of the 61<sup>st</sup> AESGP Annual Meeting will invite you to celebrate everyone's access to safe, effective and sustainable self-care in Europe.

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## Tuesday, 3 June 2025

 DRESS CODE: **Business Casual**

### **09.00 – 09.30** OPENING: **Welcome and Introduction**

- **Jonathan Workman**, AESGP President
  - **Ewa Jankowska**, PASMI President
  - **Adam Jarubas**, MEP, SANT Chair (EPP, Poland)
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### **09.30 – 10.30** SESSION 1: **European medicines agencies network strategy to 2028**

The new strategy from the European medicines' agencies network focuses on addressing current and future challenges, including public health emergencies and antimicrobial resistance. It targets seven areas: accessibility, leveraging data and AI, regulatory science, innovation and competitiveness, health threats, availability and supply, and sustainability of the network. This session will discuss collaboration between network leaders and the self-care industry to meet these strategic objectives.

- **Moderator: Jurate Svarcaite**, Director General, AESGP
  - **Evangelos Manolopoulos**, President, Greek Medicines Agency
  - **Agata Andrzejewska**, Vice President, URPL
  - **Aimad Torqui**, Division Head at the Medicines Evaluation Board, CBG MEB
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### **11.00 – 12.30** SESSION 2: **Competitiveness of Europe**

What if we are already living in a post-Western world? We still think in terms of liberal democracy, transatlantic ties, and shared values. Yet, as we debate Europe's and America's civilizational ties, history is moving on. China is creating a parallel global system, AI is altering human labor, and traditional political institutions are struggling to keep up with global changes. This session will explore how Europe can stay relevant and competitive in today's world.

- **Moderator: David Ridley**, Journalist at Citeline
  - **Prof. Tomas Sedlacek**, Macro Philosopher
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### **12.30 – 14.00** BREAK: **Networking Lunch**

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# 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 value of vitamins and minerals

This session will present and discuss the findings from a new study on the value of food supplements, placing them in the context of the applicable regulatory and legal framework and introducing potential requests for improvement where appropriate. In addition, the session will address the setting of maximum levels of vitamins and minerals in food supplements at European level and AESGP's contribution to the corresponding public consultation.

- **Moderator: Klavdija Kmetič**, Regulatory Affairs and Policy Manager, AESGP
- **Alexandra Bocquillion**, Partner, EPPA
- **Arijana Mestrovic**, Consultant, Pharma Expert
- **Niels Kildemark**, Regulatory Strategist, EU, Haleon

## TRACK B

### ● INFO SESSION

#### Practical applications of AI

This session will present best practices and use cases of artificial intelligence by AESGP members and partners in the self-care sector.

- **Moderator: Luis Rhodes Baiao**, Governmental and Public Affairs Manager, AESGP
- **Fernando Polo**, CEO, Good Rebels
- **Kostas Varsamos**, Co-Founder & Managing Partner, AlbyDNA
- **Christina Nageler**, Managing Director, IGEPHA
- **Leon Oliver Wolf**, Research Associate, Data Science Unit AI World, Centre for European Policy Studies (CEPS)

16.00 – 17.30

## ● INFO SESSION

### Best Industry practices in sustainability

This session will present best practices and use cases by AESGP members and partners in the field of sustainability.

- **Moderator: Barbara Brusca**, Environmental Sustainability Manager, AESGP
- **Amanda Caudwell**, Director Self-care Access Strategy, Opella
- **Dirk Ossenbreg-Engels**, Senior Vice President – Transformation Programs - Lead Sustainable Development EMEA, Bayer
- **Dennis Stern**, Manager Sustainability and Environment, Pharma Deutschland
- **Richard Snelgrove**, Sustainable Packaging and Innovation Director, Haleon

## ● ROUNDTABLE

### Umbrella branding that drives responsible consumer choice

Umbrella brands (an extension of invented brand names) are often used in the self-care sector, notably to aid selection of the proper non-prescription medicinal product for the right condition and user. The value of brands in the healthcare sector is not fully recognised by all stakeholders despite public appreciation as there is the underlying worry that they may lead to confusion. This workshop will show the perception of brands by end users and disclose the careful risk assessment process that is accompanying brands' development to ultimately ensure they contribute to the proper use of the medicine.

- **Moderator: Christelle Anquez-Traxler**, Senior Regulatory Science and Strategy Lead, AESGP
- **Monica Trojan**, Director of Department of Medicinal Products Documentation Assessment, URPL
- **Alexios Scarlatos**, Head of Labelling, EMA
- **Weronika Jackowska-Wajdzik**, Head of RA, QA, Safety Poland & Baltics, Perrigo
- **Amira Abdelkhalik**, Director, Healthcare, IPSOS



## **09.00 – 10.30** SESSION 3: **Self-care innovation and market trends**

Gen Z and millennials are interested in wellbeing and prevention like no other generation before them. They are digital natives and, as a result, e-commerce is becoming increasingly important to the industry. The self-care generation is pushing self-care and wellbeing in new directions. This session will look at European and global self-care market trends in terms of category and channel development and highlight the opportunities and challenges for the self-care Industry.

- **Moderator: Luis Rhodes Baiao**, Governmental and Public Affairs Manager, AESGP
- **Clemens Oberhammer**, Senior Partner, Simon-Kucher
- **Thomas Heil**, VP Sales, IQVIA Consumer Health
- **David Gray**, Senior Strategy Consultant, IQVIA Consumer Health

## **11.00 – 12.30** SESSION 4: **Mergers, acquisitions, spin-offs and what they mean for the future of the self-care marketplace (new players)**

The trend for self-care companies to spin off is gaining ground. Consumer healthcare divisions are evolving into independent entities ready to compete in a diverse and growing market that extends far beyond the traditional boundaries of the pharmaceutical industry. The top five self-care companies collectively account for less than 20% of the market in Europe. As these companies continue to seek growth, industry consolidation is inevitable. This session will explore the financial and business trends driving consolidation, the importance of regulatory approvals and synergies of scale.

- **Moderator: Jurate Svarcaite**, Director General, AESGP
- **Kuba Maziarz**, Director, Investment Banking, Rothschild and Co
- **Bogdan Tenu**, M&A and Business Development Director, Sunwave Group
- **Charles Gourney**, Managing Director, Greenhill

## **12.30 – 14.00** BREAK: **Networking Lunch**

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14.00 – 15.30

### TRACK A

#### ● WORKSHOP

##### Drug-Device Combinations

This workshop will focus on the regulatory framework applicable to drug-device combinations. Specific areas intended to be addressed include the labelling of co-packaged devices as well as the distinction between medical device parts and container closure systems under Article 117 MDR.

- **Fabien Roy**, Partner, Hogan Lovells
- **Anastasia Vernikou**, Associate, Hogan Lovells

### TRACK B

#### ● ROUNDTABLE

##### Healthy longevity and the role of self-care

Today, when our attention is fragmented and world seems to move at a speed of light, the concept of longevity—living a long, healthy life—is becoming more prevalent. Science continues to extend our understanding of aging and health shedding light on importance of self-care as the foundation of a long, fulfilling life, involving physical, mental, and emotional well-being.

- **Moderator:** Christelle Anquez-Traxler, Senior Regulatory Science and Strategy Lead, AESGP
- **Patrick Guye**, co-founder and CEO, Trillium
- **Agnieszka Gorgoń Komor**, Member of Polish Parliament Senator
- **Siim Land**, anthropologist & longevity expert, CEO of Siim Land OÜ
- **Wanessa Ruiz**, Global Medical Nutritional & Digestive Health, Bayer Consumer Care



16.00 – 17.30

## TRACK A

### ● ROUNDTABLE

#### **eProduct Information, from Pilot to Practice: leaving no one behind**

This roundtable will cover learnings from the EMA pilot on electronic Product Information and User Acceptance testing. Additionally, progress of a national pilot led by the French National Agency for Medicines and Health Products Safety (ANSM) will be presented. Patient and healthcare professional representatives will share their perspectives on effectively disseminating the electronic leaflet.

- **Moderator: Paul-Etienne Schaeffer**, Life Sciences Regulatory Affairs Manager, AESGP
- **Monica Trojan**, Director of Department of Medicinal Products Documentation Assessment, URPL
- **Luc Besançon**, Director General, NèreS.
- **Clare Fitzell**, Head of Strategic Policy at Irish Pharmacy Union. President of PGEU
- **Juan Garcia Burgos**, Head of Public and Stakeholders Engagement Department, European Medicines Agency
- **Solène Jouan**, Policy Officer, European Patient Forum
- **Bruno Mabboux**, Director, Global Initiatives and Regulatory Intelligence, P&G
- **Antonios Rodiadis**, Policy Officer in DG Health and Safety, European Commission

## TRACK B

### ● ROUNDTABLE

#### **Self-care industry supporting health literacy**

People who understand information about their health are more likely to take steps towards healthier lifestyles or adhere to a treatment plan. To be truly consumer-centric, the self-care industry must contribute to the health education of those who use its products. This session will present several best practices and invite relevant stakeholders to discuss how we can collectively support health literacy further.

- **Moderator: Jurate Svarcaite**, Director General, AESGP
- **Piotr Merks**, Adjunct Professor, Cardinal Stefan Wyszyński University
- **Dominika Pinterova**, President, EPSA
- **Vicky Edmonds**, Social Impact Director, Haleon
- **Jolanta Bilinska**, Founder Director, World Patients Alliance

17.45 – 18.00

## **CLOSING and Invitation to the 62<sup>nd</sup> AESGP Annual Meeting**

By **Jurate Svarcaite**, AESGP Director General

# Practical information

## Conference Venue

### Hilton Warsaw City

Grzybowska 63,  
00-844 Warsaw, Poland

## Opening Event Venue

### Royal Łazienki – The Royal Theatre and Old Orangery

Agrykola 1  
00-460 Warsaw, Poland

## Getting there

#### From Warsaw Chopin Airport

🚗 Taxi ~20 min travel time

#### From Warsaw Modlin Airport

🚗 Taxi ~1 h travel time

#### From Central Railway Station (Warszawa Centralna)

🚗 Taxi ~10 min travel time

🚆 Public transport ~ 15–20 min travel time (tram lines 10, 11, 22 & 24)

#### From West Railway Station (Warsawa Zachodnia)

🚗 Taxi ~13–16 min travel time

## Hotel room booking

A block booking has been made in the conference hotel:

### Hilton Warsaw City

Grzybowska 63,  
00-844 Warsaw, Poland

**Price range:** € 175 / night

[Click here to book this hotel](#)

Hotel rooms can be booked online on the AESGP event page.

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

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



# Registration fees

**Conference participant:** € 1,200 (excl. VAT\*)

This fee entitles participation at the opening event on Monday, 2 June 2025; the conference, workshops, luncheons and coffee breaks on Tuesday, 3 June 2025 and Wednesday, 4 June 2025.

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

This fee entitles participation at the opening event on Monday, 2 June 2025.

**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?

To register for the conference, please use the online form on the AESGP event page ([www.aesgp.eu](http://www.aesgp.eu)).

For smooth organisation, participants are encouraged to register by Friday, 2 May 2025.

Cancellations received before 2 May 2025 will be refunded less a handling charge of € 50. After that date, the whole fee is withheld.

Join the conversation  
on social media using  
the event hashtag  
**#AESGP61AM**



# Save the date

## 62<sup>nd</sup> AESGP Annual Meeting

2–4 June 2026

JW Marriott Hotel Berlin,  
Germany



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