

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.

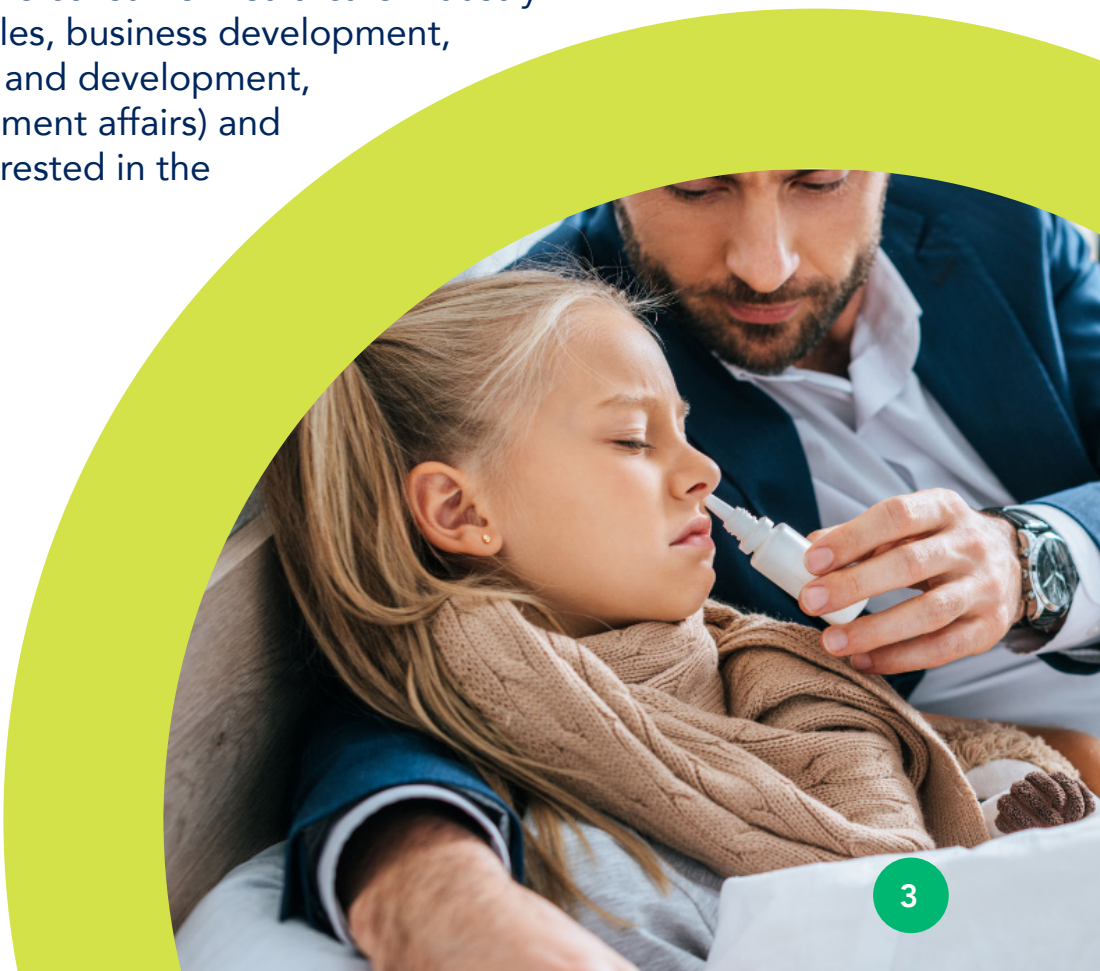
# About the AESGP Annual Meeting

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.

---

## Tuesday, 3 June 2025

 DRESS CODE: **Business Casual**

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

By **Jonathan Workman**, AESGP President, and Guest speaker (TBC)

---

### **09.30 – 11.00** SESSION 1: **How can self-care and prevention facilitate access to healthcare?**

We all know that in the future, healthcare systems will have to do more with less. There is sufficient evidence to suggest that self-care and prevention play a fundamental role in the sustainability of healthcare systems. However, the place given to prevention and self-care in health policies and healthcare systems does not yet reflect its full potential. This session will offer a discussion with a panel of high-level policymakers on the role that prevention and self-care can play in access to healthcare in the future.

---

### **11.30 – 13.00** SESSION 2: **Industrial competitiveness of Europe**

The Antwerp Declaration signed by AESGP calls for a "European Industrial Deal" to complement the EU Green Deal and preserve quality jobs in Europe. European industries are facing the worst economic downturn in a decade, further complicated by geopolitical instability. Investment and a reduction of the regulatory burden are needed to support Europe's competitiveness and to maintain its industrial base. This session will bring together Industry leaders and government representatives to discuss how to put the Industrial Deal at the heart of Europe's new Strategic Agenda.

---

### **13.00 – 14.30** BREAK: **Networking Lunch**

---

## 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

##### **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.

### 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.

16.30 – 18.00

#### ● 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.

#### ● WORKSHOP

##### **Umbrella branding that drives responsible consumer choice**

Manufacturers adapt products within the same brand to meet diverse consumer needs by modifying ingredients. This allows for innovative variations, such as better taste, easier use, improved formulation or packaging, longer action, different modes of action, and multiple symptom management. Brands help reduce confusion or misuse of self-care products, but their value isn't fully recognized by all stakeholders despite public appreciation for aiding responsible product use. This workshop will unite industry experts and stakeholders to outline key aspects of umbrella branding that promote responsible consumer choices.



# Wednesday, 4 June 2025

 DRESS CODE: **Business Casual**

## **09.00 – 10.30** SESSION 3: **Self-care innovation and market trends (new products or consumer needs)**

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.

## **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.

---

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

---



## 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

##### **Outcome of the targeted evaluation of MDR/IVDR**

This session will discuss the tentative outcome of the targeted evaluation of the MDR/IVDR and political developments with regard to the revision of the MDR taking into account the state of play of the MDR implementation process.

### 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.

**16.00 – 17.30**

#### ● ROUNDTABLE

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

Learnings from EMA pilot and User Acceptance testing. Experience from the pilot in France. Discussion with Patients and healthcare professionals on downstream aspects (among other things: how to best disseminate ePI).

#### ● 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.

**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

Berlin, Germany



7 avenue de Tervuren, B-1040 Brussels • +3227355130 • [info@aesgp.eu](mailto:info@aesgp.eu)