

62ND AESGP ANNUAL MEETING

Together for Better Health

Building Safe, Effective & Sustainable
Self-Care in Europe

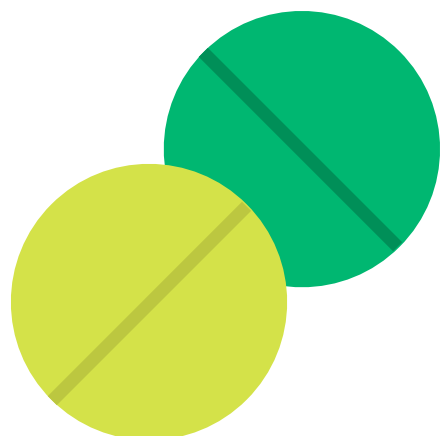
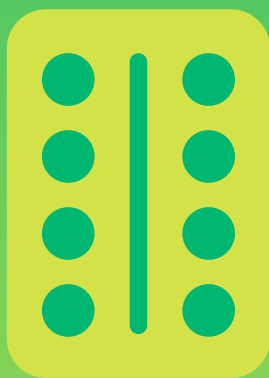
2–4 June 2026

JW Marriott Hotel,
Berlin, Germany



Welcome to the 62nd AESGP Annual Meeting, convened under the inspiring theme, "Empowering Europe: Advancing Safe, Effective & Sustainable Self-Care." This conference brings together leading voices and stakeholders from across Europe to champion the vital role of self-care in promoting public health and well-being. Over the course of the event, distinguished experts, policymakers, and industry leaders will gather to discuss innovative strategies, regulatory advancements, and sustainability initiatives that are shaping the future of self-care in Europe.

Our program is thoughtfully designed to foster collaboration, knowledge sharing, and meaningful dialogue. From insightful discussions led by esteemed speakers to industry's best practices, this year's meeting promises to be a catalyst for progress. As we celebrate the accessibility and impact of self-care for all Europeans, we invite you to join us in advancing solutions that are safe, effective, and sustainable for generations to come.



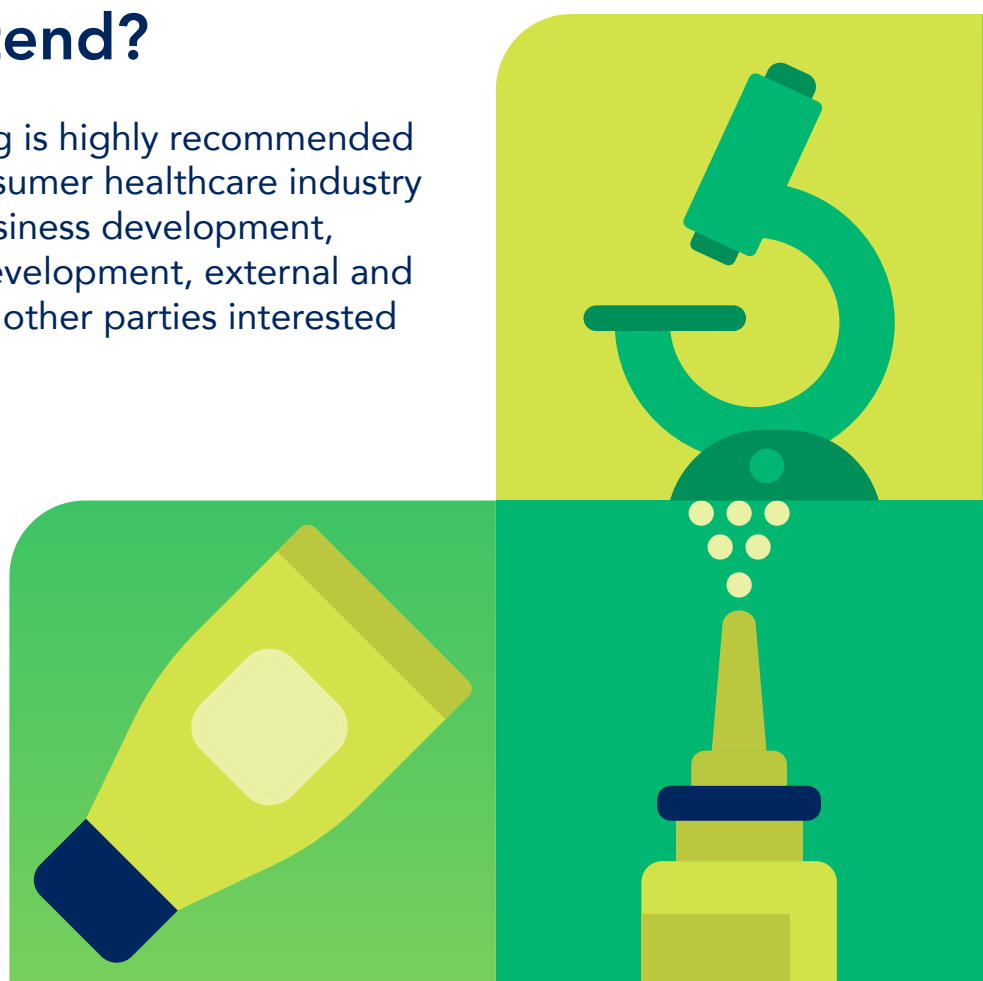
About the AESGP Annual Meeting

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 62nd 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

Tuesday, 2 June 2026

 DRESS CODE: **Cocktail Attire**

19.00 Opening event of 62nd AESGP Annual Meeting

The opening evening of the 62nd AESGP Annual Meeting will invite you to celebrate everyone's access to safe, effective and sustainable self-care in Europe.

Wednesday, 3 June 2026

 DRESS CODE: **Business Casual**

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

- **Jonathan Workmann**, AESGP President
 - **Dorothee Brakmann**, General Manager, Pharma Deutschland
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09.30 – 11.00 SESSION 1: **Is Pharmacy Still the Powerhouse of European Self-Care?**

Pharmacies continue to be the main channel for self-care products in Europe, thanks to their accessibility and the availability of expert advice without the need for appointments. Are we fully utilizing the potential of pharmacies in self-care, and are we living up to their expectations? This session aims to address these questions.

- **Moderator: David Ridley**, Journalist, HBW/Citeline
 - **Dr. Clemens Oberhammer**, Senior Partner, Simon Kucher
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11.30 – 13.00 SESSION 2: **The Urban Wastewater Treatment Directive: Too Big to Fail — or Too Big to Work?**

The EU's Urban Wastewater Treatment Directive (UWWTD) requires the pharmaceutical and cosmetics industries to cover micropollutant treatment costs no matter their source through an Extended Producer Responsibility (EPR) scheme. This presents a significant uncertainty for business and may significantly raise manufacturing expenses, leading to higher medicine prices, shortages, and reduced EU competitiveness in longer term. The session will convene legislators, stakeholders and industry to discuss challenges of implementing UWWTD and remaining uncertainties.

- **Moderator: Luis Rhodes Baiao**, Governmental and Public Affairs Director, AESGP
 - **Dorothee Brackman**, General Manager, Pharma Deutschland
 - **Prof. Dr. Nikolaos S. Thomaidis**, Professor of Analytical Chemistry, National and Kapodistrian University of Athens
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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

Consumer journey to self-care

This session explores the consumer journey to self-care, from awareness and health system incentives to purchasing self-care products.

- AI in advertising clearance
- Mapping of consumer journey by consultant
- Social media as a sales channel
- **Moderator: Lutz Boden**, Managing Director OTC Market, Pharma Deutschland
- **Holger Jacobsen**, Industry Leader Health & Nutrition, Google
- **Franziska Bayer**, Principal for Healthcare, FMCG, Marketing & Sales, SEMPORA
- **Sarah Raoufian**, Director Consumer Health, SKIM

TRACK B

● ROUNDTABLE

Mental health and cognitive wellbeing

Consumer health trends in mental health and cognitive well-being are driven by a demand for natural, functional products like supplements, foods, and beverages, as well as lifestyle changes and digital solutions. This session will explore latest research in this area and product innovation aiming to meet growing demand.

- **Moderator: Christelle Anquez-Traxler**, Senior Regulatory Science and Strategy Lead, AESGP
- **Marion Devaux**, Health Economist / Health Policy Analyst, Directorate for Employment, Labour and Social Affairs, Health Division OECD
- **Martin Burkart**, Vice-President Global Medical Affairs, Schwabe Group
- **Tobias Bachmann**, Global Head of Market Access & Public Affairs, Medigital

16.30 – 18.00

● INFO SESSION

Latest sustainability trends by industry

The self-care industry is addressing environmental and social challenges as consumers demand sustainability and greater brand responsibility. Many companies exceed regulations to benefit the environment and communities. This session will highlight best practices in the industry.

● ROUNDTABLE

Mergers & acquisitions – focus on EU

This session will explore latest financial and business trends in consumer health industry driving consolidation and investment.

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

The self-care market is seeing growth in personalised and preventative care, digital health technologies like AI and wearables, e-commerce, and omnichannel experiences. Focus on hygiene, sustainability, and broader health, including mental and cognitive well-being, increasing. This session will examine these trends with industry experts.

- **Moderator: Luis Rhodes Baiao**, Governmental and Public Affairs Director, AESGP
- **Nick Stene**, Senior Global Insight Manager: Consumer Health, EuroMonitor

11.00 – 12.30 SESSION 4: **Evolving landscape for self-care products**

The EU is making significant regulatory changes in response to shifting geopolitics, pressures on healthcare systems, and the needs of its citizens—changes that will have a direct impact on the self-care industry. This session will bring together regulators, lawmakers, and industry professionals to discuss how these proposed reforms can be implemented for maximum benefit, ultimately improving access to healthcare and strengthening the resilience of EU health systems. In particular, the session will discuss the upcoming implementation of the general pharmaceutical legislation and revision of the Medical Devices Regulation (MDR).

- **Moderator: Oliver Hartmann**, Regulatory and Legal Affairs Director, AESGP
- **Emer Cooke**, Executive Director, EMA
- **Prof. Dr. Karl Broich**, Head of the Federal Institute for Drugs and Medical Devices, BfArM
- **Thomas Mueller**, Head of Directorate General 1 Drugs, Medical Devices, Biotechnology, German Ministry of Health
- **Abbie Lennox**, Chief Scientific Officer, Perrigo

12.30 – 14.00 BREAK: **Networking Lunch**



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14.00 – 15.30

TRACK A

● ROUNDTABLE

Value of vitamins and minerals in wellbeing

The session aims to foster an open dialogue among policymakers, health professionals, scientists, and consumer organizations. Participants will examine the scientific evidence supporting different nutrient thresholds, consider public health implications, and address concerns from both industry stakeholders and the general public. By highlighting best practices and recent research, the discussion hopes to inform upcoming regulations and ensure that any established limits strike a balance between safety, accessibility, and optimal health benefits for European citizens.

- **Moderator: Klavdija Kmetič**, Regulatory & Policy Associate Director, AESGP
- **Laura Fernandez**, Director General, EUFIC
- **Kostas Mantantzis**, Global & EMEA Medical Business Lead, Nutritional Health, Bayer
- **Lisa Jamieson**, Pharmacist Consultant, MRPharmS, Enucleo Limited

TRACK B

● ROUNDTABLE

Beyond the Billboard – The Value of Modern Advertising

Consumer health advertising offers value on several levels. For businesses, advertising focuses on boosting demand for particular treatments and driving up revenue. Meanwhile, consumers benefit by gaining knowledge about diseases and treatments, which helps them make informed choices and encourages healthier lifestyles. Advertising also offers opportunities for healthcare systems to raise awareness of self-care and rationalise patient care pathways in case of minor ailments and other self-treatable conditions.

- **Moderator: Paul-Etienne Schaeffer**, Life Sciences Regulatory Affairs Manager, AESGP
- **Michelle Gibbons**, Director General, European Brands Association
- **Laura Kelly**, Deputy Chief Executive, PAGB

16.00 – 16.45

INSPIRATIONAL CLOSING and Invitation to the 63rd AESGP Annual Meeting

What are the main uncertainties ahead — and how can we deal with them? Foresight, strategies, and the evolving role of leaders.

- **Keynote speaker: Dr Cecile Wendling**, a futurist and a strategist
- Closing remarks by **Luis Rhodes Baiao**, Governmental and Public Affairs Director, AESGP

Practical information

Conference Venue

JW Marriott Hotel Berlin

Stauffenbergstraße 26
10785 Berlin, Germany

Opening Event Venue

Tipi Am Kanzleramt

Große Querallee
10557 Berlin, Germany

Getting to the conference

From Berlin

Brandenburg Airport

-  Taxi ~ 40 min travel time
-  Public transport ~ 30 min travel time

From Berlin Hauptbahnhof (Central Station)

-  Taxi ~ 6 min travel time
-  Public transport ~ 20 min travel time

Hotel room booking

A block booking has been made in the conference hotel:

JW Marriott Hotel Berlin

Stauffenbergstraße 26
10785 Berlin, Germany

Price range: € 229 / 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 Berlin during the conference period is expected to be high.

Room reservation is not included in the conference registration.



Registration fees

Conference participant: € 1,600 (excl. VAT*)

This fee entitles participation at the opening event on Tuesday, 2 June 2026; the conference, workshops, luncheons and coffee breaks on Wednesday, 3 June 2026 and Thursday, 4 June 2026.

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

This fee entitles participation at the opening event on Tuesday, 2 June 2026.

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

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

For smooth organisation, participants are encouraged to register by Friday, 1 May 2026.

Cancellations received before 1 May 2026 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
#AESGP62AM

Save the date

63rd AESGP Annual Meeting

2027 | Brussels, Belgium



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