

# The Future of Pharmaceutical Law: Regulation, Innovation and Digital Health



16 October 2025 | Thon Hotel EU, Brussels

**08:30 – 09:00** Registration and Coffee

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**09:00 – 09:10** **Opening Remarks**  
**Dr. Christian Tillmanns** – EPLA President

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**09:10 – 09:40** **Keynote presentation: The Fight against Medicine Falsifications**  
**Dr Barbara Bos** – Head of Legal Affairs & Compliance at PHARMIG

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**09:40 – 11:00** **S1 – Securing Europe's Pharma Future: patient needs, policy goals and industry concerns**

Exploring how the revised EU pharmaceutical package can balance competitiveness, incentives, and innovation with equitable access and solutions to medicine shortages.

**The pharmaceutical package in the co-decision procedure**

**Rainer Becker** – Director – Medical Products and Innovation at the European Commission

**Availability and access to medicines in the pharmaceutical package: patient's perspective** | **Charlotte Roffiaen** – European Patient Advocate

**Europe's competitiveness under pressure – what the industry needs right now**  
**Henrik Reimer** – Head of Brussels office of Pharma Deutschland

*Moderator: **Alexandros Kortesis** – Partner at Potamitisvekris*

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**11:00 – 11:30** Coffee Break

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**11:30 – 12:30** **S2: Pharmaceutical Advertising in transition: navigating compliance in the digital era**

Examining how digital transformation and the EU Pharmaceutical Package are reshaping pharmaceutical advertising, regulatory expectations, and the role of legal teams in ensuring compliance and responsible practices.

**Achieving effective compliance, the role of legal teams**

**Julia Pournara** – Partner – Business Law and Healthcare Law | Platis – Anastassiadis & Associates Law Partnership

**The Digital Era and the EU Pharmaceutical Package**

**Georgios Symeonidis** – Associate at King & Spalding

*Moderator: **Tomáš Čihula** – Head of Life Science at Kinstellar*

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**12:30 – 13:30** Lunch Break

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**13:30 – 15:00 S3: AI in Pharma and MedTech**

Discussing how artificial intelligence is transforming the medical technology and pharmaceutical sectors, from regulatory oversight to practical implementation.

**EMA updates on AI matters**

**Georgia Gavriilidou** – Head of the Legal Department at EMA

**AI and pharmacy: A view on the legal challenges of today and tomorrow**

**Dr Günther Leissler** – Partner at Schönherr Rechtsanwälte

*Moderator: **Dr Oliver M. Brupbacher** – Partner at Bär & Karrer*

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**15:00 – 15:30** Coffee Break

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**15:30 – 16:50 S4 – Access to Impact: EHDS implementation, scope for use of health data and legal intersections**

Examining the implementation of the European Health Data Space, highlighting stakeholder engagement, industry perspectives on secondary data use, and the legal context within the wider EU regulatory framework.

**Presentation title TBC**

**Fulvia Raffaelli** – Head of Unit for Digital Health at the European Commission

**From Policy to Practice: The Research Industry's Position on EHDS**

**Aneta Tyszkiewicz** – Director Digital and Data at EFPIA

**Presentation title TBC**

**Vincent Wellens** – Partner at NautaDutilh

*Moderator: **Dr Markus Fuderer** – Partner at Meisterernst Rechtsanwälte*

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**16:50 – 17:00 Closing Remarks**

**Dr. Christian Tillmanns** – EPLA President

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