

HOW TO MAKE EUROPE THE GLOBAL LEADER IN SMART HEALTH?

Europe has real potential to be a global leader in research and development in the Health sector. By fully embracing Smart Health, we can create growth and improved healthcare that directly benefits millions of Europeans.

However, what is needed is regulation that enables and supports innovative solutions. The European Commission has identified Smart Health as one of the European Key Strategic Value Chains. This highlights why it is also important to raise the awareness of the importance of the sector for Europe.

You are most cordially invited to a breakfast discussion on how to make Europe the global leader in Smart Health on

SMART HEALTH FORUM 2019 – Breakfast event European Parliament, Members´ Salon 15.10.2019 at 8.00

Moderator: Executive Director Elizabeth Kuiper, EFPIA

- 8.00 Opening of the seminar**
MEP Henna Virkkunen, EPP, Finland
- 8.10 Key note speech: Next EU Commission priority: A Europe fit for digital age**
Director-General Roberto Viola, DG CONNECT, European Commission
- 8.25 Key note speech: Smart Health as a Commission priority**
Director Carlo Pettinelli, DG GROW, European Commission
- Health and wellbeing as the sources of growth in Europe. How to make Europe the global leader in Smart Health? Skills, funding, regulation and the use of data**
- 8.35 How to make Europe the global leader in Smart Health?**
Pharma industry: Ida Sofie Jensen, CEO, Lif Denmark
- 8.45 Keys for creating growth in Europe**
Michael Strübin, Director Digital Health, MedTech Europe
- 9.00 Discussion**
- 9.20 Conclusions: Smart Health in the upcoming Croatian Presidency**
MEP Tomislav Sokol, EPP, Croatia

Please register to brussels@miltton.fi by 1.10.

Event hosted by MEP Henna Virkkunen for Pharma Industry Finland (PIF), Swedish Association of the Pharmaceutical Industry (LIF), Danish Association of the Pharmaceutical Industry (Lif), Confederation of Finnish Industries (EK) and European Federation of Pharmaceutical Industries and Associations (EFPIA).