

# PROGRAMME AT A GLANCE

**TUESDAY 13 MAY 2025**

**PÁTIO DA GALÉ**

**18:30-22:00 Welcome Cocktail Reception**

**WEDNESDAY 14 MAY 2025**

AUDITORIUM I	AUDITORIUM II	ROOM A	ROOM B	AUDITORIUM III
EXHIBITION AREA	08:30-09:00 WELCOME COFFEE			
09:00-09:25 <b>PLENARY</b> Opening Keynote				
09:25-09:50 <b>PLENARY</b> Keynote Speech				
10:00-10:50 <b>SPONSORED SESSION</b> AI Unleashed: Strengthening MedTech Competitiveness in a New Industrial Age Sponsored by VAMSTAR	10:00-10:50 <b>PARALLEL SESSION</b> MedTech Policy Trends: Navigating a Changing Geopolitical Landscape	10:00-10:50 <b>SPONSORED SESSION</b> Future of business interaction: How digital solutions are rewriting the commercial playbook in MedTech Sponsored by DELOITTE	10:00-10:50 <b>PARALLEL SESSION</b> Resilient Procurement, Stronger Healthcare: The ProCure Results	10:00-10:50 <b>ASK THE EXPERT</b> MedTech Meets Social Media: EU Compliance Update HOGAN LOVELLS
11:00-11:50 <b>PARALLEL SESSION</b> Boosting Europe's Attractiveness for Medtech Innovation	11:00-11:50 <b>PARALLEL SESSION</b> Transforming Healthcare Beyond Hospital Walls	11:00-11:50 <b>SPONSORED SESSION</b> The AI Edge in MedTech Commercial—Insights from BCG's 4th Milkman Study Sponsored by BCG	11:00-11:50 <b>PARALLEL SESSION</b> Paving the Way for the European Health Data Space	11:00-11:50 <b>ASK THE EXPERT</b> Status of digital health reimbursement in the US and European Markets AVANIA
EXHIBITION AREA	11:50-12:20 <b>NETWORKING BREAK</b>			
12:20-13:10 <b>PARALLEL SESSION</b> From Evaluation to Action: The Future of MDR and IVDR	12:20-13:10 <b>PARALLEL SESSION</b> Cancer patient journey how MedTech fosters better and safer care	12:20-13:10 <b>SPONSORED SESSION</b> From Hype to Reality: Unlocking AI's Potential in Medical Devices Sponsored by ZÜHLKE	12:20-13:10 <b>SPONSORED SESSION</b> Navigating global business challenges in MedTech Operations to provide consistent patient care Sponsored by FLEX	12:20-13:10 <b>ASK THE EXPERT</b> AI-Driven Translation in MedTech: The power of Quality Estimation and Human Expertise SEPROTEC
EXHIBITION AREA	13:10-14:10 <b>LUNCH BREAK</b>			
14:10-15:00 <b>PARALLEL SESSION</b> Safe AI, Smarter Care: Transforming European Healthcare Systems	14:10-15:00 <b>PARALLEL SESSION</b> Empowering European Innovators With Early Feasibility Studies	14:10-15:00 <b>PARALLEL SESSION</b> UK - EU: ready for a reset?	14:10-15:00 <b>PARALLEL SESSION</b> From Data to Diagnosis: Digital Tools Transforming Diagnostics	14:10-15:00 <b>ASK THE EXPERT</b> Are You Winning or Losing Market Share? The Value of Precise Market Data
15:10-16:00 <b>PARALLEL SESSION</b> Climate meets Economics: Bridging Green Goals and Competitive Edge in Healthcare	15:10-16:00 <b>PARALLEL SESSION</b> HTAR in Medical Devices - Boosting or Stifling innovation in Europe?	15:10-16:00 <b>PARALLEL SESSION</b> Shaping the Future of Clinical Investigations in Europe	15:10-16:00 <b>PARALLEL SESSION</b> EU and MDSAP - a Dream or a Viable Opportunity?	15:10-16:00 <b>ASK THE EXPERT</b> Navigating U.S. Anti-bribery compliance under the Trump Administration REEDSMITH
EXHIBITION AREA	16:00-16:30 <b>NETWORKING BREAK</b>			
16:30-17:20 <b>PARALLEL SESSION</b> Navigating Sustainable Corporate Governance: Challenges and Opportunities	16:30-17:20 <b>PARALLEL SESSION</b> Let's talk about Women's Health	16:30-17:20 <b>PARALLEL SESSION</b> EUDAMED: The Central Approach for Gathering Data on Medical Devices	16:30-17:20 <b>SPONSORED SESSION</b> Time to Act: The need for Accelerated Value Pathways for Breakthrough Innovations Sponsored by Edwards	16:30-17:20 <b>ASK THE EXPERT</b> The US Regulatory Landscape – Making Sense of the Current Chaos HOGAN LOVELLS
17:30-18:10 <b>PLENARY</b> Keynote Speech				
EXHIBITION AREA	18:10-19:40 <b>NETWORKING RECEPTION SPONSORED BY CRITICAL SOFTWARE</b>			

**THURSDAY 15 MAY 2025**

AUDITORIUM I	AUDITORIUM II	ROOM A	ROOM B	AUDITORIUM III
EXHIBITION AREA	08:00-08:30 <b>WELCOME COFFEE</b>			
08:30-09:20 <b>PLENARY</b> CEO #nofilter				
09:30-10:20 <b>PARALLEL SESSION</b> Why Europe Matters: Exploring MedTech Investment Potential	09:30-10:20 <b>PARALLEL SESSION</b> Driving secure health data access via the IDERHA IHI Project	09:30-10:20 <b>PARALLEL SESSION</b> Protecting Privacy in the Age of AI-Powered Healthcare	09:30-10:20 <b>PARALLEL SESSION</b> Secure and Seamless: The Next Generation of Technical Documentation	09:30-10:20 <b>ASK THE EXPERT</b> Innovative Payment Schemes – Lessons Learned from Pharma and Medical (Digital) Devices
EXHIBITION AREA	10:20-10:50 <b>NETWORKING BREAK</b>			
10:50-11:40 <b>PARALLEL SESSION</b> Re-imagining Cyber Secure Health	10:50-11:40 <b>PARALLEL SESSION</b> Navigating Litigation: Securing MedTech's Future in Europe	10:50-11:40 <b>PARALLEL SESSION</b> Global Market Focus: Brazil	10:50-11:40 <b>SPONSORED SESSION</b> Aligning PLM & QMS Processes for MedTech Excellence Sponsored by VEEVA MedTech	10:50-11:40 <b>ASK THE EXPERT</b> Everything You Wanted To Know About IHI (But Were Afraid To Ask)
11:50-12:40 <b>PARALLEL SESSION</b> Implementing the EU Green Deal in Healthcare	11:50-12:40 <b>SPONSORED SESSION</b> Closing the Loop: Turning Customer Insights Into Product Excellence Sponsored by SMARTEEVA	11:50-12:40 <b>PARALLEL SESSION</b> Advancing the Assessment of Digital Health to Foster Innovation	11:50-12:40 <b>PARALLEL SESSION</b> Shaping the Future of Wound Care	11:50-12:40 <b>ASK THE EXPERT</b> How AI & PLM Drive Smarter Compliance in MedTech PTC/DELOITTE
EXHIBITION AREA	12:40-13:40 <b>LUNCH BREAK</b>			
13:40-14:30 <b>PARALLEL SESSION</b> Innovating for Planetary and Human Health: Sustainability Trends at Global Level	13:40-14:30 <b>PARALLEL SESSION</b> Cutting Edge: The Future of Robotic Surgery	13:40-14:30 <b>PARALLEL SESSION</b> A New Cardiovascular Health Plan for Europe, a Game Changer for Patients	13:40-14:30 <b>PARALLEL SESSION</b> Fast-track health technology assessment for in vitro diagnostics APIFARMA	13:40-14:30 <b>ASK THE EXPERT</b> Unlocking Health Data: The EU Data Act's Impact on Digital Health REEDSMITH
14:40-15:30 <b>PARALLEL SESSION</b> The MDR/IVDR 5-year recertification: Urgent question, strategic choices	14:40-15:30 <b>PARALLEL SESSION</b> Engaging with Impact: Stories of MedTech and Patient Collaboration	14:40-15:30 <b>PARALLEL SESSION</b> Navigating Interoperability in the EHDS: Roles and Responsibilities for Manufacturers	14:40-15:30 <b>PARALLEL SESSION</b> Measure Your Readiness with the Self-Assessment Tool	14:40-15:30 <b>ASK THE EXPERT</b> Removing the Guesswork from IVD Market Intelligence
15:40-16:00 <b>PLENARY</b> Conclusions				