

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

THURSDAY 15 MAY 2025

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