

Agenda

9th GERMAN – EAST EUROPEAN HEALTH FORUM

New Approaches in the Health Sector in Eastern Europe

The leading health conference for partnerships between Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Germany, Hungary, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Moldova, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, and Uzbekistan.

October 9, 2026
09:15 – 16:00 CEST

Official Side Event of



Venue: KPMG, Heidestraße 58 · 10557 Berlin
Registration ([Link](#))

The German-Eastern European Health Forum, organised by the [German Eastern Business Association](#) and the [German Health Alliance](#) as an Official Side Event of the [World Health Summit](#), provides a framework for exchange and networking with decision-makers from Germany and the partner countries, company representatives, experts and researchers. The ninth edition of the Health Forum will focus on key topics such as European cooperation for resilient health systems and the role of regulatory alignment, joint efforts in preventing neurodegenerative diseases, and advancements in healthcare digitalization, highlighting the journey from data to care.

We would like to offer you an opportunity to engage with high-ranking decision-makers from our partner countries, as well as representatives from leading companies and experts in the health sector.

The Forum takes place as an on-site conference in Berlin. The working language is English.

09:15 – 10:00	REGISTRATION
10:00 – 10:10	OPENING & MODERATION OF THE DAY Martina Unseld Chair of the OA/GHA Working Group Health in Eastern Europe & Senior Director International Affairs EMEA, Siemens Healthineers

In cooperation with:

	WELCOME OF THE HOST • Daniel Schmalz Director, Director Public Sector & Healthcare, KPMG • Roland Göhde Chairman, GHA – German Health Alliance
10:10 – 10:25	KEYNOTE Sascha van Beek Member of the German Bundestag (CDU/CSU) Member of the Committee on Health
10:25 – 11:30	HIGH-LEVEL MINISTERIAL PANEL <u>Moderator:</u> Dr Lara Petersen Managing Director, GHA – German Health Alliance • H.E. Mikheil Sarjveladze Minister of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia • H.E. Sasho Klekovski Minister of Health of the Republic of North Macedonia • H.E. Anahit Avanesyan Minister of Health of the Republic of Armenia
11:30 – 12:30	<i>Panel Discussion I</i> European Cooperation for Resilient Health Systems: The Role of Regulatory Alignment Europe's health systems face shared challenges, from pandemics and supply chain disruptions to demographic pressures and rising chronic disease burdens. This panel explores how greater regulatory alignment across EU member states and EU candidate countries can strengthen the resilience and crisis-readiness of national health systems. Experts will examine proven models of cross-border cooperation and identify where regulatory fragmentation continues to hinder collective response.

In cooperation with:

	<u>Moderator</u> Sonja Bloch Manager, Public Sector & Healthcare, KPMG Germany <u>Speakers</u> • Dr Christoph Benn Chair of the Board, Health AI – The Global Agency for Responsible AI in Health; Executive Director, Centre for Global Health Diplomacy, Geneva • Prof. Patrick Jeurissen Professor of Healthcare Finance and Healthcare Systems, Radboud University Medical School Global Lead Health Policy, Royal Philips • Dr Tatiana Paduraru Head of the SEEHN Secretariat, South Eastern Europe Health Network (SEEHN) • Jan Schneider CTO, Head of Regulatory Affairs & Quality Management, PRRC, PHYSIOMED ELEKTROMEDIZIN AG
12:30 – 13:30	LUNCH BREAK & NETWORKING
13:30 – 14:30	<i>Panel Discussion II</i> From Data to Care: Advancements in Healthcare Digitalization The digitalization of healthcare is driving a fundamental transformation across the industry, opening new opportunities for medical technology companies, pharmaceutical developers, and digital health innovators. This panel examines how advancements in artificial intelligence, real-world data, and interoperable digital systems are reshaping industry value chains and accelerating the development of smarter healthcare solutions. Experts will discuss what regulatory frameworks, investment conditions, and public-private partnerships are needed to unlock the full commercial and clinical potential of digital health in Europe. <u>Moderator</u> Verena Kantel Global Pharma Public Affairs Director- Lead Public Affairs International, Bayer AG & Member of the Board, GHA – German Health Alliance <u>Speakers</u> • Michael Byczkowski General Manager, Head of Healthcare Industry, SAP SE

In cooperation with:

	• Lukas Wrosch EU & Innovation Policy Manager, gematik GmbH • Oliver Grotius Senior Manager Healthcare, Detecon International GmbH
14:30 – 15:00	<i>Special Presentation & Q&A</i> Mobilizing Private Investment for Health Infrastructure in Europe and Central Asia: The Role of World Bank Group Guarantee Platform Strong healthcare systems depend not only on public resources but also on the ability to attract long-term private investment. This presentation will explore how the World Bank Group Guarantee Platform, including MIGA, can help address risks that may constrain private investment in emerging markets. Drawing on experience supporting healthcare infrastructure projects in Europe and Central Asia, including hospital PPPs in Türkiye, as well as the broader application of World Bank Group guarantee instruments, the session will discuss how risk mitigation solutions can help mobilize private capital for health-related investments. It will also consider the role of guarantee instruments in supporting investor confidence in countries facing heightened uncertainty and reconstruction needs, including Ukraine. <u>Speakers:</u> • Caroline Otonglo Senior Infrastructure Finance Specialist, Multilateral Investment Guarantee Agency (MIGA), The World Bank Group • Guna Lasmane Private Sector Liaison, The World Bank Group, Berlin, Germany Followed by Q&A
15:00 – 16:00	COFFEE & GET TOGETHER

In cooperation with:

WORLD HEALTH SUMMIT 2026, OCTOBER 11-13, 2026

The World Health Summit is the unique international strategic forum for global health. Held annually in Berlin, it brings together stakeholders from politics, science, the private sector, and civil society from around the world to set the agenda for a healthier future by inspiring innovative solutions for better health and well-being.

The World Health Summit was founded in 2009 on the occasion of the 300th anniversary of Charité – Universitätsmedizin Berlin. It is traditionally held under the patronage of the German Chancellor, the French President, the President of the European Commission, and the Director-General of the World Health Organization (WHO). President of the World Health Summit is Axel R. Pries, Dean of Charité.

#WHS2026 - where science, politics, the private sector and civil society meet for inspiring talks, enhanced cooperations and new solutions.

Read more about the [World Health Summit 2026](#)

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