



HEALTHWORLD

25TH Anniversary HealthWorld Conference
Health is Wealth:
Policy | Innovation | Impact

Monday, September 14 & Tuesday, September 15, 2026
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HELLENIC REPUBLIC
Ministry of Health



MedTech Europe
from diagnosis to cure



HELLENIC ASSOCIATION OF PHARMACEUTICAL COMPANIES



ASSOCIATION OF HEALTH - RESEARCH
& BIOTECHNOLOGY INDUSTRY



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Who we are

GE HealthCare Technologies Inc. is a leading global healthcare solutions provider of advanced medical technology, pharmaceutical diagnostics, and AI, cloud and software solutions that help clinicians tackle the world's most complex diseases. Serving patients and providers for 130 years, GE HealthCare is delivering bold innovations designed for the next era of medicine to help clinicians deliver more personalized, precise patient care.

Our three business units

Advanced Imaging Solutions: AIS includes an AI-enabled portfolio of MR, CT, Molecular Imaging, Women's Health, X-ray, Ultrasound, Image-guided solutions, and enterprise imaging to create a more focused and connected end-to-end imaging ecosystem spanning diagnosis, intervention, and follow-up across disease states.

Pharmaceutical Diagnostics: Our PDx segment supplies contrast and radiopharmaceutical imaging agents to the global radiology and nuclear medicine industries. These agents help clinicians assess patients to enable more precise diagnoses, monitor disease progression, and enable better therapy selection. We distribute products globally that help meet patient and procedural needs across a multitude of modalities. PDx's diagnostic agents are complementary to the imaging and ultrasound devices we offer, including CT, angiography and X-ray, MR, SPECT, and PET, and are also compatible with systems from other equipment vendors.

Patient Care Solutions: Our PCS segment serves care teams and healthcare systems across multiple patient care needs including Monitoring Solutions and Life Support Solutions. Our broad portfolio of connected devices and digital solutions is complemented by a comprehensive suite of service offerings.



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GE HealthCare

Creating a world where healthcare has no limits

- We are a **\$20.6 billion business** with over 54,000 colleagues and included in the S&P 500, Nasdaq-100 and Fortune 500
- We **execute on our precision care strategy** at the forefront of care delivery across the patient journey, serving 1B+ patients annually and 5M+ installed base equipment
- We **play a central role in healthcare digitization** with 200+ software apps driving breakthroughs in clinical insights
- We are a leader in an attractive **\$90B global healthcare market**
- We are led by an **experienced leadership team** with the right strategic vision

Our care pathway approach

Our global teams collaborate to deliver products, services and solutions that touch nearly every part of the patient journey across key disease-specific states like cardiology, neurology and oncology. We are innovating to help clinicians improve patient outcomes and reduce the time from diagnosis to treatment.

Innovation

We are a proven innovator with a history of delivering industry firsts to advance the future of healthcare: first full-body CT, commercialization of MR, handheld ultrasound, first and only iso-osmolar contrast medium, first hospital command center, and topping the FDA's list with the most AI-enabled device authorizations of any medtech company, with 120^b). We are developing new capabilities for the future, leveraging AI and machine learning to connect healthcare workflows across operations, data silos, and analytics.

Trusted partner

Our portfolio of solutions addresses the biggest challenges facing the healthcare industry today, including helping clinicians provide better outcomes, improve operational efficiencies and enhance productivity. These qualities foster trust, loyalty and partnership with our global customer base in approximately 160 countries.



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Johnson & Johnson

About Johnson & Johnson

At **Johnson & Johnson**, we believe health is everything. Our strength in healthcare innovation empowers us to build a world where complex diseases are prevented, treated, and cured, where treatments are smarter and less invasive, and solutions are personal.

Through our expertise in Innovative Medicine and MedTech, we are uniquely positioned to innovate across the full spectrum of healthcare solutions today to deliver the breakthroughs of tomorrow, and profoundly impact health for humanity.

Learn more [here](#)

Follow us on [LinkedIn](#)



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Johnson & Johnson

At **Johnson & Johnson MedTech**, we unleash diverse healthcare expertise, purposeful technology, and a passion for people to transform the future of medical intervention and empower everyone to live their best life possible.

For more than a century, we have driven breakthrough scientific innovation to address unmet needs and reimagine health. We are saving lives and creating a future where healthcare solutions are smarter, less invasive and more personalized.

With a dynamic presence in the Greek market, we responsibly support patients, Healthcare Professionals and society as a whole. We specialize in general surgery, cardiology and electrophysiology, breast reconstruction, neurovascular care and eye health.

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About AbbVie

AbbVie's mission is to discover and deliver innovative medicines and solutions that solve serious health issues today and address the medical challenges of tomorrow. We strive to have a remarkable impact on people's lives across several key therapeutic areas including immunology, neuroscience and oncology – and products and services in our Allergan Aesthetics portfolio. For more information about AbbVie, please visit us at www.abbvie.gr Follow @abbvie greece on [Facebook](#), [Instagram](#), [X](#) and [YouTube](#)



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AstraZeneca

AstraZeneca is a global, science-led biopharmaceutical company that focuses on the discovery, development, and commercialisation of prescription medicines in Oncology, Rare Diseases, and BioPharmaceuticals, including Cardiovascular, Renal & Metabolism, and Respiratory & Immunology. Based in Cambridge, UK, AstraZeneca operates in over 100 countries, and its innovative medicines are used by millions of patients worldwide. Please visit astrazeneca.com



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About BD

BD is one of the largest global medical technology companies in the world and is advancing the world of health by improving medical discovery, diagnostics and the delivery of care. The company develops innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for health care providers. BD has more than 70,000 employees and a presence in virtually every country around the world to address some of the most challenging global health issues. BD helps customers enhance outcomes, lower costs, increase efficiencies, improve safety and expand access to health care. [bd.com](https://www.bd.com)

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Medtronic

Medtronic plc (www.medtronic.com), headquartered in Dublin, Ireland, is one of the world's largest medical technology services and solutions companies - alleviating pain, restoring health, and extending the lives of millions of people around the world. Medtronic employs more than 90,000 people worldwide, serving physicians, hospitals, and patients in more than 160 countries.

Medtronic's principal areas of activity are cardiovascular (aortic and peripheral vascular, cardiac rhythm and heart failure, coronary and structural heart disease), minimally invasive therapies (renal care solutions, respiratory, gastrointestinal and informatics, surgical innovations), restorative therapies (brain therapies, pain therapies, specialty therapies, spine therapies), as well as other services and solutions (clinical care optimization, operational performance, patient management, value-based healthcare solutions).

In Greece, we have been operating since 1997, with more than 130 employees in Athens and Thessaloniki. Today, Medtronic Hellas is a leading company in the healthcare sector, playing a pivotal role in its transformation through unique, innovative therapies, with particular emphasis on new business models and service models. Through our innovative therapies and services, our goal is to support healthcare, always with a strong commitment to improving patient care.

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About MSD

At MSD, known as Merck & Co., Inc., Rahway, NJ, USA in the United States and Canada, we are unified around our purpose: We use the power of leading-edge science to save and improve lives around the world. For over 130 years, we have brought hope to humanity by discovering and developing important medicines and vaccines. We aspire to be a leading global biopharmaceutical company, focusing on intensive research to provide innovative therapeutic solutions that advance disease prevention and treatment for both humans and animals. We foster a diverse and inclusive work environment and operate responsibly to create a safe, sustainable, and healthy future for all people and communities.

MSD in Greece

Since 2010, MSD has been bringing its vision to life in Greece: to save and improve people's lives by offering treatments in the fields of oncology, vaccines, infectious diseases, diabetes, pulmonary arterial hypertension, antimicrobial resistance, and cardiology.

At the same time, MSD carries out initiatives that contribute to a sustainable Greece, such as the One Health approach. Through collaborations with scientific institutions, authorities, and the academic community, it addresses complex public health challenges, including antimicrobial resistance. Within this framework, MSD participated in the 1st One Health Summit held in Greece, supported the first National Study on One Health, and implements a series of volunteer initiatives focused on people, animals, and the environment.

In parallel, MSD invests actively in clinical research in Greece. Currently, 80 active clinical studies are conducted across 174 research centers, involving over 660 patients, providing early access to innovative therapies and strengthening the development of scientific knowledge in the country.

The company employs more than 250 professionals and has been repeatedly recognized for its workplace culture, earning the Great Place to Work certification. In 2026, MSD was also included in the Great Place to Work® Best Workplaces™ for Women Hellas list. The same year, MSD was once again recognized among Greece's Most Sustainable Companies.

In the coming years, MSD is expected to further expand its activities in Greece, with investments in new therapeutic areas such as cardiometabolic and respiratory diseases, immunology, ophthalmology, infectious diseases, and neurology.

Economic and Social Impact

According to a recent study by the WiFOR Institute, MSD makes a significant contribution to the Greek economy and society. In 2024, the company contributed €44 million directly to Greece's GDP, created 229 direct jobs, and supported over 935 additional jobs through its wider value chain.

At the same time, MSD invested €9 million in research and development activities in Greece, achieving a research intensity of 21%, far exceeding the 3% target set by the European Union for 2030.

More info available in the new Impact Report in our site www.msd.gr and in our social media channels, LinkedIn, Facebook, X, and YouTube.



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It all begins with a Promise
To make people's lives better

About Pharmaserve-Lilly

Pharmaserve was founded in Athens in 1984. Pharmaserve-Lilly was formed in 1994, a joint venture between the Greek pharmaceutical company Pharmaserve and the American multinational pharmaceutical company Lilly.

Today, Pharmaserve-Lilly, is among the top five pharmaceutical companies in Greece.

Being an innovative company in the health care sector, Pharmaserve-Lilly invests in its expertise and experience to implement research & development programs of innovative products in cooperation with Lilly around the world and from collaborations with eminent scientific organizations.

The therapeutic areas we provide solutions:

Diabetes
Obesity
Oncology - Haematology
Dermatology
Rheumatology
Gastroenterology
Alzheimer's Disease
Migraine
Urology

Clinical Research in our Company:

The Medical Department of Pharmaserve-Lilly since its establishment in 1996, is firmly committed to the vision of excellency in the conduct of Clinical Research Programs.

Today, our research department has been recognized on a national and international level for its important scientific activity.

For further information visit our website www.lilly.gr

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About Pfizer: Breakthroughs That Change Patients' Lives

At **Pfizer**, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products, including innovative medicines and vaccines.

Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For 175 years, we have worked to make a difference for all who rely on us. For more information please visit: www.pfizer.gr

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About Roche

Roche is a healthcare company uniquely placed to prevent, stop and cure diseases by uniting leading science and technology across diagnostics, medicines and digital solutions.

Roche was founded in Basel, Switzerland in 1896 and today is a leading provider of transformative medicines and diagnostics for millions of people in over 150 countries around the world. It is dedicated to tackling healthcare challenges that place the greatest strain on patients, families, communities and healthcare systems. Across its Diagnostics and Pharmaceutical divisions, Roche focuses on areas including oncology, neurology, cardiovascular and metabolic diseases, ophthalmology, infectious diseases and immunology with the aim of providing real and positive change for patients, the people they love and the professionals who care for them.

Genentech in the United States is a fully owned subsidiary in the Roche Group. Roche is the majority shareholder in Chugai Pharmaceutical, a major innovator in the Japanese therapeutic antibody market.

For more information, please visit www.roche.com.

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About Alcon

Alcon is the global leader in eye care, with a mission to help people see brilliantly. With a legacy spanning more than 75 years, the company operates across Surgical and Vision Care, delivering innovative products and solutions that improve sight and enhance quality of life for millions of people worldwide.

Driven by a commitment to innovation, Alcon strives to improve lives, strengthen communities, and create long-term value through advanced technologies and groundbreaking eye care solutions. Innovation is at the heart of the company's growth strategy, supported by more than 2,100 researchers dedicated to Research & Development, over 80 active development programs, and one of the strongest R&D commitments in the industry. In 2025 alone, Alcon invested more than USD 990 million in Research & Development.

As a global leader in Surgical, Alcon is focused on helping improve clinical outcomes and elevating the experience of eye care professionals. The company's comprehensive surgical ecosystem includes leading platforms for cataract, refractive, and vitreoretinal procedures, as well as a portfolio of advanced intraocular lenses (IOLs). Alcon also provides world-class education, training, and support services, helping ophthalmic professionals continuously develop their expertise and deliver optimal patient outcomes.

In Vision Care, Alcon holds a leading position through a diversified portfolio of trusted products designed to address consumers' evolving needs for better vision, comfort, and eye health. Its offerings include solutions for dry eye management, contact lenses, and contact lens care products.

Alcon remains committed to shaping the future of eye care through continuous innovation and transformative technologies that help people see better and live better. Because when people see brilliantly, they can live brilliantly.



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About Amgen

Amgen is committed to unlocking the potential of biology for patients suffering from serious illnesses by discovering, developing, manufacturing and delivering innovative human therapeutics. This approach begins by using tools like advanced human genetics to unravel the complexities of disease and understand the fundamentals of human biology.

Amgen focuses on areas of high unmet medical need and leverages its expertise to strive for solutions that improve health outcomes and dramatically improve people's lives. A biotechnology pioneer since 1980, Amgen has grown to be one of the world's leading independent biotechnology companies, has reached millions of patients around the world and is developing a pipeline of medicines with breakaway potential.



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Boston Scientific is a global medical technology leader for over 45 years having 59,000 employees. Our company is dedicated to transforming lives through innovative medical solutions that improve the health of patients around the world.

We work with a broad range of medical specialists including interventional cardiologists and radiologists, electrophysiologists, gastroenterologists, oncologists, gynecologists and urologists. We help physicians treat about 48 million patients each year using a wide range of more than 16,000 products.

Our commitment to innovation drives us to invest approximately 2,0 billion usd annually on research and development. Our culture and values are what differentiate Boston Scientific from other companies:

Caring: with integrity

Meaningful Innovation

High Performance: to benefit patients, clinicians and shareholders

Global Collaboration

Diversity: we embrace the value of the unique talents, ideas and experiences of our employees

Winning Spirit: agility and accountability to further improve patient care

For more information, visit www.bostonscientific.com and connect on Twitter, LinkedIn and Facebook.

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GENESIS Pharma is a European biopharmaceutical company specializing in the commercialization of innovative pharmaceutical products for serious and rare diseases. Established in 1997, GENESIS Pharma was the first pharmaceutical company in Greece and one of the first in Europe to focus on the sales, marketing and distribution of biopharmaceutical products. Shortly after its founding, the company began to steadily expand at a regional level, currently covering 24 countries in Europe.

The robust network of its strategic partnerships comprises leading international pharmaceutical companies dedicated to cutting-edge R&D, alongside fast-growing biopharmaceutical companies with pioneering research and disruptive innovations in the development of targeted, specialized treatments for orphan diseases.

In total, GENESIS Pharma holds a product portfolio addressing over 30 serious and rare diseases, predominantly within the therapeutic areas of neurology, genetic diseases, oncology, hematology, rheumatology, dermatology, nephrology, gastroenterology, and cardiology.

In Greece, the company is the largest among Greek companies specializing in innovative medicines, based on turnover, as well as one of the most awarded companies for its commitment to sustainable development and good working environment.

www.genesispharma.com

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About GSK

GSK is a focused, global biopharma company with the purpose to unite science, technology, and talent to get ahead of disease together.

We aim to positively impact the health of 2.5 billion people by the end of 2030 and our bold ambitions for patients are reflected in new commitments to growth and a step change in performance.

We prioritize innovation in vaccines and specialty & generic medicines, maximizing the growing opportunities for disease prevention and treatment. At the heart of this is our R&D focus on the science of the immune system and advanced technologies, and our world-leading capabilities in vaccines and medicines development, while focusing on four therapeutic areas: Infectious Diseases, HIV, Oncology/ Haematology, and Respiratory / Immunology.

In Greece, we deliver more than 70 innovative vaccines and medicines for the prevention and treatment of diseases. In parallel, by holding a leading role in the development of vaccines, we deliver vaccines for the prevention of the majority of diseases described in the National Immunisation Program for infants, children, and adults. Through our broad product portfolio and ongoing commitment to innovation, more than 5 million people in Greece have benefited from GSK's medicines and vaccines since they were first launched in the Greek market, while in 2025 alone, 2.2 million people were treated or protected by the medicines and vaccines we deliver in Greece. By 2030, GSK Greece aspires to positively impact the health of 1 in 3 people living in Greece through our medicines and vaccines.

Beyond our contribution to patient outcomes, we also contribute to the acceleration of the transition towards a more sustainable, resilient, and inclusive healthcare environment in Greece, in favour of patients, while actively participating in the Greek economy, directly employing more than 200 employees, continuously investing in clinical trials and other initiatives with high socio-economic impact.

We undertake initiatives that significantly contribute, on the one hand, to strengthening the work of the State and the National Health System, and on the other hand, to supporting Healthcare Professionals in delivering improved patient care.

Our values and aspirations are at the heart of what we do and guide us in fulfilling our ambition and purpose: to unite science, technology, and talent to get ahead of disease together.

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KYRIAKIDES GEORGOPOULOS
Law Firm

About KG

KYRIAKIDES GEORGOPOULOS Law Firm (KG) is a leading multi-tier business law firm and the largest in Greece, dating back to the 1930s, recognized for its prestige and expertise. With approximately 130 highly specialized lawyers, KG provides services to Greek and multinational corporations, renowned for handling complex, innovative cases, and cross-border transactions. Preferred by US and European law firms, KG delivers legal services at the highest international standards of quality and client service. Our partners and lawyers are active participants in major international law organizations and networks, including the International Bar Association, the American Bar Association, the Antitrust Alliance, and the Employment Law Alliance, among others.

KG is a founding member of South East Europe Legal Group (SEE Legal) a regional alliance of major law firms from 12 countries in South East Europe, established in 2003. Working together on cross border transactions, SEE Legal is the largest local legal team in SE Europe, with more than 450 lawyers organized in cross-jurisdictional practice groups. Our firm's performance is consistently ranked highly by the most prestigious of international directories, such as Chambers & Partners Global, Chambers & Partners Europe, Legal 500 EMEA, as well as IFLR1000.

KG has also long been a pioneer in the Greek legal market, achieving ISO 9001 certification in 2006, a distinction held by only a select few law firms in Greece. Additionally, KG is certified under the firm's Unified Information Security and Privacy Management System, adhering to the international standards ISO/IEC 27001 and ISO/IEC 27701. These certifications reflect our commitment to excellence in data security, privacy management, and client trust.

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PHILIPS

Philips Healthcare

To improve people's health and well-being through meaningful innovation.

At Philips, technology has a clear purpose: to give more time where it matters most.

Time for faster and more accurate diagnoses. Time for more effective treatment decisions. Time for healthcare professionals to focus on people rather than processes. And, above all, time that can make a difference in a patient's life.

With more than 130 years of innovation and leadership in healthcare, Philips develops integrated health technology solutions that help transform modern care. Our comprehensive ecosystem of solutions supports the entire patient journey, from prevention and early diagnosis to treatment, monitoring, and care.

We design technologies that do not operate in isolation, but connect data, people, and processes to create a smarter, more interoperable, and sustainable healthcare system. With users and patients at the center, every innovation is designed to enhance the experience, improve the productivity of clinical teams, and enable better clinical outcomes.

For us, innovation is not measured solely by technological capabilities. It is measured by the time it gives back to people: time for better care, more effective collaboration, and more lives that can be changed for the better.

Guided by sustainability, continuous innovation, and close collaboration with healthcare professionals, Philips helps transform healthcare through innovative technologies, delivering solutions that address today's needs and tomorrow's challenges.

Better Care for More People



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About Sofmedica

SOFMEDICA is member of SOFMEDICA GROUP, an education-driven group of healthcare companies which operates since 1994 in Romania, Greece, Hungary, Bulgaria, Cyprus, Croatia, and Uzbekistan.

The companies of the group provide thousands of patients with innovative medical technologies, aiming to ensure progress for the benefit of as many patients as possible by creating a bridge between the latest and most innovative medical technologies, patients and healthcare professionals.

The group employs more than 150 healthcare-related professionals and continues the investment in the regional medical system, that has been developing for over 30 years. Our mission is to make Life Saving Technologies available to the Remotest Patients in Europe by empowering the Healthcare Professionals with the most reliable Ecosystem of Innovation & Learning.