

WORLD **EPA** CONGRESS

3-4 MARCH, 2026
RAI CONGRESS CENTRE, AMSTERDAM



The World's Leading
Evidence, Pricing &
Access Congress

www.terrapijn.com/EPA2026

Created by

SPARK SOMETHING
TERRAPINN 

WHAT IS EPA

The World Evidence Congress is Europe's largest congress in market access, pricing and evidence featuring 250 speakers, multiple streams and over 1500 attendees from pharma, biotech and Payers/HTA's.

The 2026 edition will take place over two days with 10 tracks: Real World Evidence & Data, Market Access, Pricing, HTA, Pre-Launch Success, Reimbursement, Rare Diseases, AI & Digital Transformation, Health Economics & Outcomes Research, and Sustainable Access & Policy.



POSTER AREA

We will be expanding our poster area at the Congress in 2026 as we develop the academic presence and research-sharing at EPA. We will be working with key industry partners to bring in the latest research as well as the opportunity to have this research published!

“Unique opportunity to have a 360 view of all Life Sciences activities and meet with peers and service providers from across the globe”

Bavarian Nordic

“Best bespoke market access and pricing conference in Europe”

Teva

“an important milestone in everyone's calendar”

Bayer

WHO ATTENDS

Job Functions

Vice Presidents/ Heads of Departments

15%

Market Access & Pricing Experts

50%

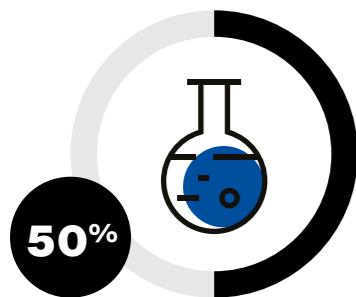
Directors

20%

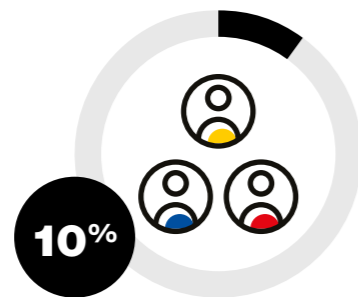
Business Development/ Marketing

15%

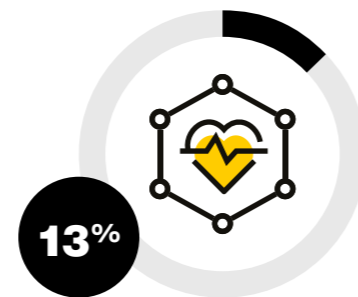
Industry



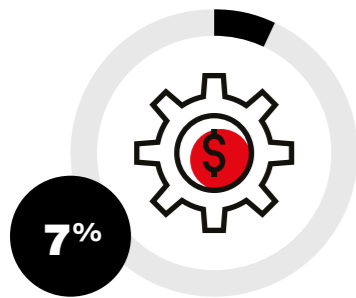
Pharma and Biotech



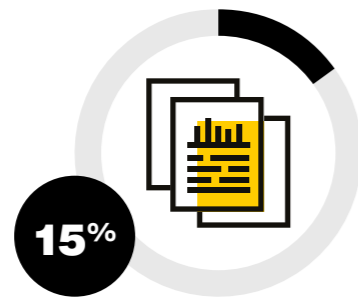
HTA/Payers, Patient Groups
and Government Regulators



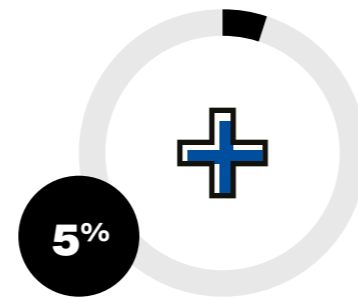
Academia and
Healthcare Systems



Market Access, Pricing &
Modelling Solution Providers



Professional Services



Other

Geographical Breakdown

25%

UK

11%

Germany

9%

France

12%

Netherlands

7%

Switzerland

20%

Rest of Europe

9%

USA

7%

Rest of World

250 LEADING SPEAKERS



Christoph Glaetzer
Chief Global Value and Access Officer, **Janssen**



Arup Pramanik
Corporate Vice President, Head of Global Market Access, TA Inflammation, **Boehringer Ingelheim**



Chris Mancill
Senior Vice President, Head, US Market Access, **AstraZeneca**



Gavin Lewis
Senior Vice President, Head of Value and Access, **Novartis**



Claus Runge
Senior Vice President, Global Head of Market Access, Public Affairs & Sustainability, **Bayer**



Laurent Carter
Senior Vice President, Head of Global Pricing, **Bristol Myers Squibb**



Annette Powers
Senior Vice President, Global Market Access, **Bristol Myers Squibb**



Casey Rhode
Senior Vice President, Corporate Strategy, **OneOncology**



Jayasree Iyer
Chief Executive Officer, **Access to Medicines Foundation**



Charles Makin
Global Head, Real World Evidence & Epidemiology, **Boehringer Ingelheim**



Elena Tricca
Vice President, Global Market Access and Pricing, **BioPharma, AstraZeneca**



Sandro Cesaro
Head of Europe Market Access & Pricing, **AstraZeneca**



Marlene Gylmark
Vice President, EU HTA Lead, **BeiGene**



Sally Chung
Vice President, Head of Global Value and Access International Operations and Excellence, **Ipsen**



Ulf Staginnus
Vice President, International Market Access & Pricing, **Blueprint Medicines**



Ilaria Villa
CEO, **Fondazione Telethon**



Keir Woods
Vice President, Global Value Demonstration, Market Access & Pricing (GVAP), Oncology, **Merck**



Reg Waldeck
Vice President, Oncology Market Access Strategy Leader, **Bayer**



Riad Dirani
Vice President, Global Health Economics, Value and Outcomes, **Teva Pharmaceuticals**



Steve Sandor
Vice President, Market Access, Government Affairs and Trade, **Paratek Pharmaceuticals**



Neeta Tandon
Vice President, Value & Evidence Scientific Engagement, **Janssen**



Kinga Borsos
Vice President, Head of US HEOR, **Boehringer Ingelheim**



Dilip Patel
Senior Vice President, **Autolous**



Elizabeth Kinter
Vice President, Head of Evidence, Value and Access, **Vir Biotechnology**



Samir Bhat-tacharyya
Global Vice President, Value Marketing, Health Economics and Market Access, **Boston Scientific**



Meni Styliadou
Vice President, Health Data Partnerships, Data Science Institute, **Takeda**



Jorge Arellano
Vice President, Head of Intercontinental Markets, Market Access, Pricing, & Value Demonstration, **Bristol Myers Squibb**



Gorana Capkun
Vice President, Global Head of Patient Focused Real World Evidence, **Merck**



Walmon Leal
Vice President, Head of Global Pricing, Tenders & Contracts, **Viatriis**



Helen Knight
Director, Medicines Evaluation, **NICE**



Philippe Ghysels
Vice President, Global Public Affairs, **Ipsen**



Sylvie Greneche
Head of Global Market Access, General Medicines, **Sanofi**



Jean-Louis Roux
Head of Public Policy and Patient Advocacy, **Ferring Pharmaceuticals**



Eunice Alvazzi
Global Head, Hematology, Nephrology & Neurology, Value & Access, **Alexion**



Eric Noehrenberg
Global Vice President, Market Access and Government Affairs, **CORCYM**



Matt Slabbert
Vice President, Global Head of Public Affairs, **Astellas**



Shuvayu Sen
Vice President, Head of Oncology, Center of Observational & Real-World Evidence, **Merck & Co. Inc.**



Gina Ewy
Vice President, Head of Global Market Access, **Hansa Biopharma**



Ipek Stillman
Vice President, Global Head, Health Economics, **Takeda**



Pernille Storm
Vice President, Head of Global Pricing and Market Access, **Lundbeck**



Enkeleida Nikai
Vice President, Head of Global Real-World Evidence, **GenMad, Sanofi**



Patricia Dorling
Vice President, Head, Global HEOR and Real World Evidence, **Chiesi Group**



Emanuele Degortes
Vice President, Global Head, Access Policy, Patient Advocacy & Engagement, **Menarini Group**



Paolo Morgese
Vice President, Public Affairs Europe, **Alliance for Regenerative Medicine**



Alexander Bastian
Vice President, Commercial Strategy, **Memo Therapeutics**



Aodan Tynan
Vice President, Global Market Access, **Astellas**



Kaan Tunceli
Vice President, Head of Global Value and Real World Evidence, **Otsuka**



Anupama Rao Singh
Vice President, LATAM/Head Oncology COE, **Dr Reddy's Laboratories**



Jake McDowell
Vice President, Head of Market Access and Pricing, **Partner Therapeutics**



Rhys Williams
Vice President, Evidence Generation Strategy and Health Economics, Global Medical Affairs, **BeiGene**



NEW

PARTNERING PLATFORM AT WORLD EPA CONGRESS 2025

Connect with the Right People, Effortlessly

Unlock Exclusive Access to Market Access, Evidence and Pricing Industry Leaders

WHO?

Meet the Right People

Gain exclusive access to a carefully curated group of pharma leaders, including key decision-makers from the buy-side.

Unlike traditional networking, our [Partnering Platform](#) ensures that your time is spent meeting the right people, your potential partners and prospective clients, not searching for them.



WHERE?

Exclusive Partnering Lounge

Unlike the general Networking Zone, the [Partnering Lounge](#) is a premium-access space available only to select sponsors and biotech leaders. Designed for high-level conversations, the lounge offers:

A comfortable, quiet space for meaningful discussions

- Pre-scheduled meetings with top pharma and biotech leaders
- Casual networking opportunities with industry leaders
- Refreshments, charging stations, and dedicated seating

*For even more privacy, upgrade to a private pod or meeting room for one-on-one discussions!



WANT TO JOIN?

Access is limited and available only through select sponsorship packages. To learn more about eligibility and pricing, contact Oliver Hersey-Swan (Oliver.Hersey-Swan@terrapiinn.com) today.

Our new Partnering Platform is designed to give sponsors and top biotech and leaders unparalleled access to the most influential decision-makers in the industry. With pre-arranged, high-value meetings and an exclusive Partnering Lounge, this is your chance to build meaningful connections that drive real business impact.

WHEN?

Pre-Schedule & Connect Onsite

Plan ahead and schedule meetings in advance using our [Partnering Platform](#). Then, meet your selected contacts in the private Partnering Lounge during the event for impactful face-to-face discussions.



HOW?

Facilitated Meetings through our Partnering Platform

With our [Partnering Platform](#), you can secure up to 6 high-value meetings with top pharma, government and biotech leaders. These exclusive decision-makers, including key buy-side leaders, can only be accessed through this platform, ensuring that every meeting is meaningful and impactful.

Need more meetings? Additional meetings can be purchased in blocks. All meetings operate on a double opt-in basis, meaning both parties must agree—guaranteeing a higher level of engagement and relevance.



General Networking App – Open to All Attendees

Our Networking App is available to all attendees, offering an easy way to browse profiles, send messages, and schedule meetings. Once confirmed, you'll be allocated a dedicated meeting table in the Networking Zone for a 15-minute conversation.

Note: The Networking Zone is separate from the exclusive Partnering Lounge, which is only accessible to eligible sponsors and pharma leaders.

SESSION HIGHLIGHTS

Join key industry and HTA/Payer representation advancing global patient access. From advances in artificial intelligence and access strategy updates to challenges in implementing HTA, the World EPA Congress features internationally recognised thought leaders

Keynotes

Industry commitments and collaborations to health system goals

Chris Mancill, Senior Vice President, Head, US Market Access, AstraZeneca

Transforming market access through D.A.T.A. (Digital, AI, Technology & Analytics)

Barry Farrimond, Managing Principal, Global Value & Access Strategy and Solutions, ZS

Trends and opportunities in achieving health equity from the Access to Medicine Index

Jayasree Iyer, Chief Executive Officer, Access to Medicines Foundation

Pathways to overcoming access barriers in LMICs

Claus Runge, Chief Health Equity Officer, Senior Vice President, Global Head of Public Affairs, Sustainability & Int. Engagement, Bayer

Keynote Panel Discussion

Global healthcare reforms and their implications on local market access strategy

Moderator: Annette Powers, Senior Vice President, Global Market Access, Bristol Myers Squibb

Gavin Lewis, Senior Vice President, Head of Value and Access, Novartis

Arup Pramanik, Corporate Vice President, Head of Global Market Access, TA Inflammation, Boehringer Ingelheim

Christina Hoxer, Vice President, Global Head of Diabetes Market Access, Novo Nordisk

Sandro Cesaro, Head of Europe Market Access & Pricing, AstraZeneca

Panel Discussions

HTA Panel

Challenges for the implementation of the EU HTA

Moderator: Josep Maria Guiu Segura, Director, Pharmacy and Medicines Area, Consorci De Salut I Social De Catalunya

Judith Fernandez, Deputy Director, HTA Department, HAS

Ingrid Johanne Bettum, Senior Adviser, Unit for HTA Cancer Medicines, Norwegian Medical Products Agency

Eelko den Breejen, Global Head, Oncology Portfolio & Market Engagement, Pfizer

Marco Marchetti, Director of Health Technology Assessment Department, Co-Chair, HTA Member State Coordination Group, HTA CG, AGENAS

Market Access Panel

Challenges and opportunities for access to innovation in LMICs

Moderator: Jorge Arellano, Vice President, Head of Intercontinental Markets, Market Access, Pricing, & Value Demonstration, Bristol Myers Squibb

Amy Israel, Senior Advisor, Access to Medicines, Union for International Cancer Control

Matthieu Gilbert, Chief Operating Officer, Adocia

Diana Sinkevich, Head of Access, EU & International, Global Rare Diseases, Chiesi

Pauline L'Hénaff, Head of Industry Engagement, Access to Medicine

Lorenzo Montrasio, Independent Expert, Italian Minister of Family, Birth and Equal Opportunities & Former Council of Europe

Pricing Panel

Value based healthcare in theory and practice: challenges for pricing

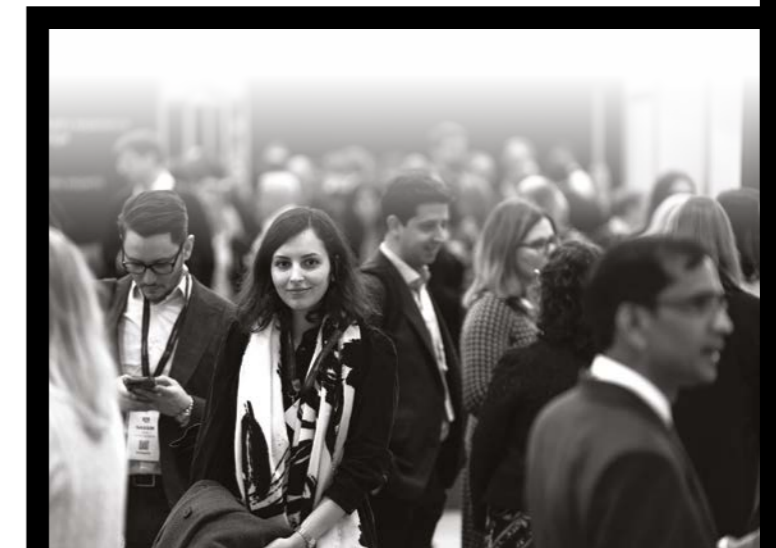
Moderator: Jose Aragunde, Value and Pricing Lead, Market Access, Novartis

Rhys Williams, Vice President, Evidence Generation Strategy and Health Economics, Global Medical Affairs, BeiGene

Emanuele Degortes, Vice President, Global Head, Access Policy, Patient Advocacy & Engagement, Menarini Group

Igor Solev, Global Head, Market Access, Policy & External Pay-er Affairs, Abbott Laboratories

Chris Prins, Policy Advisor, Expensive Medicines, Zorgverzekeraars Nederland (ZN)



PAYER/HTA'S

There is a strong HTA and Payers presence at the World EPA Congress, making up 10% of attendees and allowing these stakeholders to play a pivotal role in determining whether new healthcare innovations succeed in the market.



TOP HTA AND PAYERS SPEAKERS INCLUDE

Wim Goettsch

Special Advisor, HTA, Zorginstituut Nederland & Professor for HTA of Pharmaceuticals, Utrecht University

Judith Fernandez

Deputy Director, HTA Department, HAS

Helen Knight

Director, Medicines Evaluation, NICE

Marco Marchetti

Director of Health Technology Assessment Department, Co-Chair, HTA Member State Coordination Group, HTA CG, AGENAS

Ingrid Johanne Bettum

Senior Adviser, Unit for HTA Cancer Medicines, Norwegian Medical Products Agency

Zina Zolic-Karlsson

Health Economics Advisor, Clinical Trials, Haukeland University Hospital

Meindert Boysen

Independent HTA Expert & Chair, HTAi Global Policy Forum

Dalia Dawoud, Associate Director, Research, NICE

Rosa Maria Vivanco Hidalgo

Head of HTA Department, AQUAS

Oresta Piniashko

Director of HTA Department, Ministry of Health of Ukraine

Josep Maria Guiu Segura

Director, Pharmacy and Medicines Area, Consorci De Salut I Social De Catalunya

2025 SPONSORS & EXHIBITORS

WHY SPONSOR

Title Sponsor



Platinum Sponsors



Diamond Sponsors



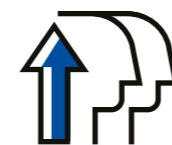
Gold Sponsors



Silver Sponsors



Exhibitors



Thought Leadership Presentations

Build trust in your products and solutions by demonstrating your pre-eminence among the leading lights of the energy sector.



Use Case Presentations

Demonstrate your success stories and show how your solutions can be applied in other settings.



Interactive Panels

Explore the challenges your clients are facing and gain crucial intelligence through this powerful, interactive format.



Branding and Visibility

Develop awareness of your brand before, during and after the event.



Lead Generation

Gain new business opportunities across the whole market access, pricing and evidence industry. For a discussion about how the World EPA Congress can help you achieve your marketing and business development objectives please email Oliver.Hersey-Swan@terrapinn.com.



Showcase

The exhibition floor is the place to showcase new technology and build new business connections: establish a base so your clients can find you easily.



Networking and Social

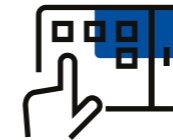
Impress the world with your hospitality across our networking tools and social events.

PACKAGES

BENEFITS	Title	DIAMOND	PLATINUM	GOLD	SILVER	EXHIBITOR
Keynote	1	1				
Track Chair			1			
Track Presentation/ Panel	2		1	1	1	
Staff Passes	12	8	6	4	3	2
Stand	36sqm	24sqm	18sqm	12sqm	9sqm	9sqm

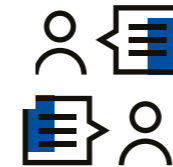
NETWORKING IS OUR SWEET SPOT

At Terrapinn events, networking is at the intersection of all that we do: the Showcase, the Learning, the Fun.



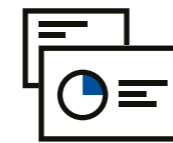
By App

Our customised Terrapinn Events App ensures that you can easily engage with your community, before, during and after the event. And we have a dedicated meeting area, so it is all too easy.



By Facilitated Meetings

Our Networking Managers work hard to ensure key buyers are presented to key sellers.



Panel Discussions

Our Panel Discussions are deep dives into the most important topics with key industry leaders. Here you will have your questions answered in an interactive discussion with the most valuable contacts.



By Hangin' Out

We do serendipity too and all our socials are designed to maximise networking opportunities.

WE WORK TO ENSURE YOU

- Exchange ideas
- Build brand
- Form friendships and partnerships
- Grow your professional network
- Explore the future
- Uncover new opportunities

Before, during and after the event.



EVENT TEAM

SPONSORSHIP & EXHIBITION

Oliver Hersey-Swan
oliver.hersey-swan@terrapinn.com

SPEAKING OPPORTUNITIES

George Mullens
george.mullens@terrapinn.com

MARKETING & PRESS RELATIONS

Emily Ngai
emily.ngai@terrapinn.com

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