From: BERMIG Carsten (CAB-BIENKOWSKA)
Sent: 29 April 2015 17:16
To: CAB BIENKOWSKA ARCHIVES
Cc: [redacted] (CAB-BIENKOWSKA)
Subject: FW: Personal and non-transferable invitation: Fostering Creativity in Europe—a New Approach to Innovation and Healthcare
Attachments: Fostering Creativity in Europe—a New Approach to Innovation and Healthcare.pdf

Please register

From: [redacted] [mailto:[redacted]@novartis.com]
Sent: Wednesday, April 29, 2015 4:38 PM
To: BERMIG Carsten (CAB-BIENKOWSKA)
Cc: [redacted]@google.com
Subject: Personal and non-transferable invitation: Fostering Creativity in Europe—a New Approach to Innovation and Healthcare

Dear Mr Carsten Bermig,

As Healthcare is facing a technological paradigm shift that has the potential to transform the lives of millions of European citizens, Novartis and Google Life Sciences wish to bring together key Brussels stakeholders to discuss the policy challenges for health innovation in all its different forms:

- What are the latest trends in health innovation? How can it contribute to improve healthcare delivery and patients' outcomes on a cost-effective basis?
- Is the EU regulatory and economic environment fit for purpose in terms of incentives to and uptake of innovation? Can Europe become a creativity hub for disruptive innovation in healthcare?

Novartis and Google Life Sciences request the pleasure of your company at this informal event featuring two exceptional speakers who will set the scene for discussion:

- [redacted], Novartis' Global Head Discovery & Investigative Safety and Global Head Therapeutic Areas in Preclinical Safety at Novartis Institutes for BioMedical Research (NIBR).
- [redacted], Head of Google Life Sciences.

The roundtable will take place on Wednesday, May 27th, from 12.30 to 14.00, in the Hessen Representation (Rue Montoyer 21, 1000 Brussels).

The session will include a small number of selected decision-makers and key opinion leaders who contribute to shaping the European policy landscape in the field of health innovation. To ensure an open, lively discussion, this invitation is personal and nontransferable. Discussions will follow Chatham House rules.

We would be delighted if you chose to attend this high-level event. Thanks for confirming your attendance to [redacted]@novartis.com by Wednesday 20th May.

We look forward to hearing from you and remain at your disposal should you wish for further information.

Sincerely yours,

[redacted]
Head of EU Relations &
Brussels Public Affairs Office
Novartis

[redacted]
Senior Policy Counsel
Google

[redacted]
Policy Assistant
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