

# POLITICO

March 13, 2026

## Invitation from **POLITICO**

Competitive Europe Salon Dinner | May 5 | Brussels

We are delighted to invite you to join us at our **Competitive Europe Salon Dinner** presented by **Bayer**, scheduled for **Tuesday, May 5** in Brussels.

This salon dinner offers a distinctive opportunity to exchange strategic perspectives on how the European pharmaceutical sector can ensure it remains competitive amid a rapidly evolving geopolitical landscape. It will also provide a forum to engage with senior policymakers and industry leaders on how the EU and its member states can further advance innovation, strengthen resilience and reinforce Europe's leadership in the global pharmaceutical arena.

We would be honored by your presence at this special dinner dialogue and value your contributions to what is shaping up to be an enlightening evening.

If you have any further questions about the event, please contact [editorsoffice@politico.eu](mailto:editorsoffice@politico.eu)

Yours sincerely,



Carrie Budoff Brown  
Executive Editor and Vice President  
**POLITICO**

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## The topic for discussion

### **A competitive European Pharmaceutical sector in a changing geopolitical landscape**

European health and social care systems are under intense pressure. Aging populations and increasing rates of chronic diseases are straining public health budgets. At the same time, Europe faces unprecedented geopolitical challenges and competing demands for public finances. European policymakers are looking to find new approaches to revitalize the health care sector.

How should health systems adapt? How do geopolitical tensions affect the future of the pharmaceutical sector within Europe? Where does the EU currently stand in the global innovation race with the US and China? Is there an argument for a true EU single market for health products? Which solutions can be provided at the EU level and what role can Member States play in strengthening a resilient and competitive European Pharmaceutical sector? How can health budget holders navigate current challenges and create room for strategic investments that improve health and reduce costs in the long term? Is Europe's welfare state model at risk?