



European Herbal Health Products Summit 2026

Herbal Medicinal Products are a vital part in the treatment of patients across Europe. They are regulated under the same regime as chemical medicinal products and have to comply with the same quality and safety standards.

In most cases, herbal medicinal products are sold over-the-counter in pharmacies and are therefore widely available and used by patients as they are easily accessible and an important part of self-care.

The Herbal Summit is intended to serve as a platform for discussions with key European stakeholders. The aim is to highlight the importance of herbal medicines for the economy and society in the EU and to jointly discuss the current challenges and opportunities for herbal medicines in the context of numerous European legislative initiatives, thereby strengthening the status of herbal medicines in the EU.

Key topics:

- Economic footprint of herbal medicines: a blueprint for the European economy?
- The role of herbal medicinal products in patients care: medical, consumer and regulatory perspectives

The event will be completed by market booths on topics relevant to herbal medicinal products.

When: Wednesday, February 25, 2026
from 9:00 to 15:00 (doors open at 8:30)

Where: Representation of the State of North Rhine-Westphalia to the EU,
Rue Montoyer 47, 1000 Brussels

PROGRAMME, 25th of February 2026

Time	Topic
08:30 - 09:00	Registration & light breakfast
09:00 - 09:05	Welcome <i>Rainer Steffens, Director of the Representation of North Rhine-Westphalia to the European Union</i>
09:05 – 09:10	Opening <i>Dorothee Brakmann, Director General, Pharma Deutschland</i> <i>Prof. Dr. Michael Heinrich, President of the Society for Medicinal Plant and Natural Product Research</i>
09:10 – 09:25	20 years of personal experience at HMPC: Present and demanding new perspectives <i>Prof. Dr. Ioanna Chinou, Member of the HMPC; European Medical Agency (EMA); Professor at National and Kapodistrian University of Athens; Head of the Evaluation Committee for Pharm Cannabis-Greek Agency for Medicines; Greek delegate at IRCH-WHO</i>
09:25 – 09:30	Virtual Address by Manfred Lucha , Minister for Social Affairs, Health and Integration, Baden-Württemberg
09:30 – 10:30	Economic footprint of herbal medicines: a blueprint for the European economy? <i>Two Impulse lectures followed by a panel discussion</i> <ul style="list-style-type: none">• “The EU-Market of Herbal Products – Data, Facts and Figures” <i>Thomas Heil, Vice President, IQVIA Consumer Health</i>• “Self-Care and Herbal medicinal products: A European industry supporting health systems and economic resilience” <i>Prof. Dr. Uwe May & Cosima Bauer, May & Bauer GmbH & Co. KG</i>• <i>Agata Kotkowska, Deputy Head of Bioeconomy and Sustainable Materials Unit, DG ENV, European Commission</i>• <i>Dr. Horst Heitz, General Secretary, SME Europe of the EPP</i> Panel discussion moderated by: Henrik Reimer , Head of Brussels Office, Pharma Deutschland
10:30 – 11:00	Coffee break

11:00 – 11:50

The role of herbal medicinal products in patient care: medical, consumer and regulatory perspectives

Two Impulse lectures followed by a panel discussion

- **PD Dr. med Silke Cameron**, Chief Physician of the Department of General Internal Medicine and Gastroenterology, Klinikum Hann. Münden
- **Gesa Schölgens**, Healthcare Market Group, Consumer Advice Centre North Rhine-Westphalia
- **Prof. Dr. Ioanna Chinou**, Member of the HMPC; European Medical Agency (EMA); Professor at National and Kapodistrian University of Athens

Panel discussion moderated by: **Dr. Nico Symma**, Manager Herbal and Complementary Medicinal Products, Pharma Deutschland

11:50 – 12:15

Tomislav Sokol MEP (confirmed to contribute, details to follow)

12:15 – 12:30

Herbal Medicines - who cares? And why should we care?

Prof. Dr. Michael Heinrich, President of the Society for Medicinal Plant and Natural Product Research

12:30 – 13:00

Introduction of market booths

moderated by: **Dr. Nico Symma and Henrik Reimer**

Ethanol Under Attack: How CMR Classification threatens Pharma Companies and Our Healthcare Systems

G. Pohl-Boskamp GmbH & Co. KG / Strathmann GmbH & Co. KG

Innovation Strategy in Herbal Medicine

Dr. Willmar Schwabe Group

Cultivation of medicinal plants enhances biodiversity

Bayer Consumer Health

Herbal Medicinal products as part of self-care

Bionorica SE

Herbal Medicinal and Natural Products: Quality and Evidence from seed to patient

European Scientific Cooperative on Phytotherapy (ESCOP) / Society for Medicinal Plant and Natural Product Research (GA)

13:00 – 15:00

Exploration of market booths, Lunch & Get together