

Portuguese Presidency event series

Accelerating digitalisation – a healthy approach

15.30 – 17.00 CET
Thursday, 18 March 2021

Programme

Opening remarks

- 15.30 – 15.40
- **Zeger Vercouteren**, Vice-President, Worldwide Government Affairs & Policy EMEA and Global Supply Chain Initiatives, Johnson & Johnson; and Chair, AmCham EU

Keynote address

- 15.40 – 15.55
- **Dr Diogo Serras Lopes**, Secretary of State, Ministry of Health, Portugal

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- 15.55 – 16.55
- **Monique Goyens**, Director-General, European Consumer Organisation
 - **Andrzej Ryś**, Director, Health systems, Medical products and Innovation, Directorate-General for Health and Food Safety, European Commission
 - **Sónia Santos**, Associate Director, Health and Public Administration, Accenture
 - *Moderated by Zeger Vercouteren*, Vice-President, Worldwide Government Affairs & Policy EMEA and Global Supply Chain Initiatives, Johnson & Johnson; and Chair, AmCham EU

Closing remarks

- 16.55 – 17.00
- **António Martins da Costa**, President, AmCham Portugal

Biographies

Opening remarks



Moderator

Zeger Vercouteren

Vice-President, Worldwide Government Affairs & Policy EMEA and Global Supply Chain Initiatives, Johnson & Johnson; and Chair, AmCham EU

Zeger Vercouteren is Vice-President, Worldwide Government Affairs & Policy, Johnson & Johnson for Europe, Middle East and Africa (EMEA) and Global Supply Chain Initiatives.

Zeger partners directly with J&J EMEA Business Segment Presidents to foster policy change which delivers robust and sustainable business and societal impact. Zeger also serves on J&J's Diversity & Inclusion Advisory Board for the EMEA region.

He is currently member of the J&J Foundation Board, Board Member of European Policy Center (EPC), as well as Chair of the American Chamber of Commerce to the European Union (AmCham EU).

Prior to J&J, Zeger headed Baxter's European GA&P practice (covering devices, biotech, pharma and vaccines) and was also Deputy Director-General at Eucomed, having joined from a business services background.

He holds an honours law degree from the FNNDP-Namur, KU Leuven, UC-Barcelona Universities and a master's degree in Business Administration from the Solvay Business School and ULB.

Zeger is a Belgian citizen and speaks Dutch, French, English, Spanish, Catalan, with an understanding of German.

Keynote address



Dr Diogo Serras Lopes

Secretary of State, Ministry of Health
Portugal

Dr Diogo Serras Lopes was born in Lisbon, in 1975. Having graduated with an economics degree from the Faculty of Economics of Universidade Nova de Lisboa, he obtained a master's degree in Political Science from Instituto Universitário de Lisboa. He is also, since 2005, CFA Charterholder (CFA Institute).

Dr Lopes started his professional career in 1998 working as a journalist for the magazine Economia Pura. Between 1999 and 2014, he worked in various management roles, for institutions such as MC Fundo, Santander Asset Management and Banco Best.

Between 2014 and 2015, he was Senior Technician in the International and

Regulatory Policy Department of the Securities Market Commission. Between 2015 and 2017, he served as Deputy in the Office of the Assistant Secretary of State for the Prime Minister of the XXI Constitutional Government. From 2017 until 2019, he served as an adviser on economic issues in the Office of the Prime Minister of the XXI Constitutional Government.

He was appointed to the position of Vice-President of the Directive Board of the Central Administration of the Health System, IP, in 2019.

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Monique Goyens
Director-General
European Consumer Organisation (BEUC)

As Director-General of the European Consumer Organisation (BEUC), Ms Goyens represents 43 independent national consumer associations in 32 European countries, acting as a strong consumer voice in Brussels to ensure that consumer interests are given weight in the development of policies, raising the visibility and effectiveness of the consumer movement through lobbying EU institutions and media contacts.

As a consumer expert and advocate, and on behalf of BEUC, she is currently member of the EU High Level Forum for a Better Functioning Food Supply Chain and delegate on the Consultative Commission on Industrial Change of the European Economic and Social Committee. She is an effective member of the Euro Retail Payments Board. She has also been appointed to the expert group on fake news (2018) and the expert group on trade agreements (2018-2019). She is a member of the Advisory Group of Transparency International EU and of the European Advisory Board of the Open Society Foundations.

In her capacity as BEUC Director-General, Ms Goyens currently serves as EU co-chair of the Transatlantic Consumer Dialogue (TACD), a network of EU and US consumer organisations. She also represents BEUC at Consumers International, the international consumer organisation.



Andrzej Ryś
Director, Health Systems, Medical Products and Innovation
Directorate-General for Health and Food Safety
European Commission

Since 2011 Andrzej Ryś has served as Director for Health Systems, Medical Products and Innovation in the Directorate-General for Health and Food Safety (DG SANTE) at the European Commission.

In 1991 he founded the School of Public Health at the Jagiellonian University, serving as Director until 1997. From 1997 to 1999, he was Director of Krakow's City Health Department.

Between 1999 and 2002, he continued his career as Deputy Minister of Health in Poland, serving on the Polish EU accession negotiators team for the harmonisation of the Polish Health Care Law with the EU's Acquis Communautaire.

In 2003, Mr Ryś founded the Center for Innovation and Technology Transfer (CITTRU) at Jagiellonian University, where he served as Director until 2006. In 2006, he joined the European Commission, becoming Director for Public Health and Risk Assessment in the Directorate-General for Health and Consumers (DG SANCO) in Luxembourg.

Mr Ryś is a trained medical doctor specialising in radiology and public health, having graduated in 1986 from Jagiellonian University, Krakow.



Sónia Santos

Associate Director, Health and Public Administration
Accenture Portugal

Sónia Santos is the Associate Director for Accenture Portugal, specialising in the area of Health and Public Administration. She returned to the company in October 2020 following a period working for Glintt, a technology and consultancy multinational.

Over the course of her 20-year career, Ms Santos has lead numerous consultancy and technology projects for clients mostly in the sectors of public administration and health.

Between 2007 and 2010, she served as Head of Administrative Simplification and e-Government at the Agency for Administrative Modernisation, managing both national and regional projects such as the Online Company, Permanent Certificate, Citizen Card and the Simplex Programme.

She holds a bachelor's degree in Management and master's degree in Information Systems Management from the Lisbon School of Economics and Management (ISEG).

Closing remarks



António Martins da Costa

President
American Chamber of Commerce to Portugal

António Martins da Costa is currently Adviser to the Executive Board of Energias de Portugal (EDP), having been a member of the body for 15 years. He is also CEO and Vice-Chairman of the Board of EDP Brasil, Chairman and CEO of EDP Renewables North America and a member of EDP Renewables Board of Directors.

Prior to this, Mr da Costa worked in the financial sector as General Manager of Bank Millennium BCP and as member of the Executive Boards of MBCP's insurance, pensions and asset management companies. He previously served as Director of

Eureko BV insurance group in the Netherlands and as Vice-President of the Executive Board of PZU insurance group in Poland.

He is currently President of AmCham Portugal, President of the Strategic Council of Proforum (Association for the Development of Portuguese Engineering), Vice-President of APGEI (Portuguese Industrial Engineering Association), Vice-President of the Portuguese Business Council for Sustainable Development (BCSD) and member of several Boards of Business Schools in Portugal.

He holds a degree in Civil Engineering from Faculdade de Engenharia do Porto (1976) and a MBA from Porto Business School (1989). He was a Teacher's Assistant at the Instituto Superior de Engenharia do Porto between 1976 and 1989.