

The Brain as a Strategic Asset: Securing Europe's Future Through Innovation and Health

Hosted by MEP Tomáš Zdechovský

As Europe navigates a volatile and fast-changing world, the time has come to acknowledge and invest in our most vital asset: the brain. From digital and demographic transitions to climate and security challenges, the EU is being forced to adapt - and so are citizens, whose brain resilience will be key. At the heart of health, innovation, competitiveness and resilience, brain health is no longer a niche concern but a societal, political and economic priority for the whole continent.

On 14 October 2025, join us for "The Brain as a Strategic Asset". With neurological and mental disorders representing a leading cause of disability and costing the European Union between €800 billion and €1.4 trillion annually, we can no longer sideline brain health in the EU's policy frameworks and funding decisions. Hosted by MEP Zdechovsky, this event will spotlight how the European Union is beginning to rise to the challenge - through increased legislative momentum on a Neurological and Mental Health Strategy, the upcoming launch of the European Partnership for Brain Health in 2026 and the work to develop an EU Coordination Plan for the Brain.

More than ever, Europe must recognise the strategic value of investing in brain research and innovation and encourage the translation of scientific progress into real-world applications across health, social, educational and industrial policy. This event is a call to action for policymakers, patients, carers, scientists, innovators and citizens to come together and reimagine the European Union through the lens of the brain - placing it at the heart of a healthier, smarter and more resilient future.



Register Now!

14 October 2025, 16:30 - 18:00

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Welcome & Introduction

Tomáš Zdechovský, Member of the European Parliament, EPP - CZ
Tomislav Sokol, Member of the European Parliament, EPP - HR
Suzanne Dickson, President, European Brain Council

16:30 – 16:40

Introductory Keynote

Olivér Várhelyi, European Commissioner for Health and Animal Welfare
(Video Message)

16:40 – 16:45

Panel #1: Investing in Europe's Most Valuable Asset

Philip Schwab, Government Affairs Lead Europe, AbbVie
Shiva Dustdar, President, European Investment Bank Institute
Pascal Maigne, French Agency of Biomedicine

16:45 – 17:15

Fireside Chat:

Kirsten M. Danielsen, Senior Project Manager, Danish Life Science
Cluster (TBC)

17:15 – 17:25

Panel #2: Interinstitutional Approaches to Brain Health

MEP Tomislav Sokol, EPP - HR
Dimitrios Georgiopoulos, Senior Vice President, Global Franchise Head
for Neurology & Immunology, Merck

17:25 – 17:55

Concluding Words

Tomáš Zdechovský, Member of the European Parliament, EPP - CZ
Tomislav Sokol, Member of the European Parliament, EPP - HR

17:55 – 18:00