



**WHO European Forum on Commercial  
Determinants of NCDs**  
Hosted by Ministry of Health Belgium  
La Maison de la Poste, Brussels, Belgium  
12 June 2024

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**22 March 2024**  
Original: English

### Preliminary programme

TIME	SESSION
9:30 – 09:50	REGISTRATION
9:50 – 10:00	GROUP PHOTO
10:00 – 10:40	<b>OPENING REMARKS</b> <i>Moderation: Gauden Galea</i> <ul style="list-style-type: none"><li>• Frank Vandenbroucke   Vice Prime Ministers and Minister of Social Affairs and Public Health</li><li>• Hans Henri P. Kluge   Regional Director for Europe   WHO Regional Office for Europe (virtual)</li><li>• DG SANTE (tcd)</li><li>• Katja Čič   Programme Manager, Youth Health Organization (tbc)</li></ul>
10:40 – 10:50	<b>KEY MESSAGES OF WHO REPORT ON COMMERCIAL DETERMINANTS OF NCDs</b> <i>Moderation: Edie Lush</i> Kremlin Wickramasinghe   Regional Advisor for Nutrition, Physical Activity and Obesity   Special Initiative on NCDs and Innovation, WHO Regional Office for Europe
10:50 – 12:00	<b>REFLECTIONS: PANEL DISCUSSION – <i>Presentation of case studies</i></b> <i>Moderation: Edie Lush</i> Mark Petticrew   Professor of Public Health Evaluation (5min) <ul style="list-style-type: none"><li>• <b>Reflections from Austria</b>   Karin Schindler</li><li>• <b>Reflections from Georgia</b>   Akaki Zoidze</li><li>• <b>Reflections from NGO</b>   Caroline Costongs   EuroHealthNet</li><li>• <b>Reflections from WHO</b>   Marilys Corbex   Senior Technical Officer   Special Initiative on NCDs and Innovation   WHO Regional Office for Europe</li></ul> Oxana Domenti   WHO Representative to the EU
12:00 – 13:00	LUNCH
13:00 – 14:30	<b>INTERACTIVE GROUP SESSION – PART 1: <i>What are the most effective strategies for engaging policymakers' attention on commercial determinants of NCDs?</i></b> <i>Moderation for plenary discussion: tbd</i> <b>Key note 1: (tbc)</b>

	<p><b>Key note 2:</b> (tbc)</p> <p><b>Key note 3:</b> (tbc)</p>
<b>14:30 – 15:30</b>	<p><b>PANEL DISCUSSION ON NEXT STEPS</b></p> <p><i>Moderation: Edie Lush</i></p> <p><i>Introductory key note: (5 min)</i> Amandine Garde   Professor of Law   University of Liverpool</p> <p><i>Introductory key note: (5 min)</i> Anne-Marie Thow   Professor of Public Policy and Health   Menzies Centre for Health Policy and Economics   The University of Sydney</p> <ul style="list-style-type: none"> <li>• Experiences from Kyrgyzstan   Ainuru Altybaeva   Chair of the Women's Council</li> <li>• Experiences from Slovenia   Vesna Kerstin Petrič   Director General   Directorate for Public Health, Ministry of Health   Slovenia</li> <li>• Reflections from Estonia   (tbc)</li> <li>• Impact of commercial entities on on cancer services and systems   Richard Sullivan   Director Institute of Cancer Policy and Co-Director of the Centre for Conflict &amp; Health Research   King's college</li> </ul>
<b>15:30 – 16:00</b>	ACTIVE BREAK
<b>16:00 – 16:50</b>	<p><b>CLOSING PANEL</b></p> <p><i>Moderation: Edie Lush</i></p> <p>Panelists</p> <ul style="list-style-type: none"> <li>• Dirk Ramaekers   Secretary General Federal Public Service Health, Food Chain Safety and Environment   Belgium (tbc)</li> <li>• Arnfinn Helleve Arnfinn   Norwegian Institute of Public Health   Norway</li> <li>• Monika Kosinska   Lead Economic and Commercial Determinants of Health   WHO Headquarters (tbc)</li> <li>• DG JUST (tbc)</li> </ul>
<b>16:50 – 17:00</b>	<p><b>CLOSING REMARKS</b></p> <p>Gauden Galea   Strategic Adviser to the Regional Director   Special Initiative on NCDs and Innovation, WHO Regional Office for Europe</p>