



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Information Management

Draft Agenda: Product Management Service (PMS) Info-Day

21 May 2025, 9:00 – 17:30 (CEST)

Webinar: Hybrid (YouTube Broadcast / EMA premises, Amsterdam)

Objectives:

- Enable stakeholders to engage directly with senior leaders and opinion setters on the future of PMS and its role in the Network strategy
- Showcase EMRN digital transformation and the end-to-end user journey for a seamless interaction with product data across the different EMRN solutions
- Knowledge sharing and alignment towards a successful EU implementation of PMS

Item	Agenda	Timing
1.	Welcome and opening remarks <i>Product data is fundamental to enable a data driven decision-making. The event will be opened by EMA Executive Director. In a keynote speech, the EMA ED will provide its vision and priorities in the context of the EMA, the EMRN and several ongoing key initiatives.</i>	20m 09.00-09.20
2.	Session 1: PMS a strategic Network data asset <i>Product data is fundamental to enable strategic objectives of the Network and EU. Senior leaders will share their vision and engage directly with stakeholders on the future of PMS and its role in pursuing the Network strategic objectives.</i> Panel discussion: How does the future look for digital product data in network?	80m 09.20-10.40
3.	<i>Morning Coffee break</i>	20m 10.40-11.00
4.	Session 2: From strategy to reality - PMS in the Network Portfolio <i>The Network portfolio and Agile delivery are a means to implement the EU strategies. The Value stream managers will explain how they are delivering the strategic objectives and hear from stakeholders on gaps and priorities.</i>	60m 11.00-12.00

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5.	<i>Lunch</i>	<i>60m 12.00-13.00</i>
6.	Session 3: From data to value - How product data flows across processes/systems <i>PMS Product data is already used in many regulatory processes, across a wide range of IT solutions and by different stakeholders. EMA, NCAs and Industry representatives will take the stakeholders through practical day to day business journeys.</i>	120m <i>13.00-15.00</i>
7.	<i>Afternoon Coffee break</i>	<i>20m 15.00-15.20</i>
8.	Session 4: PMS, our shared journey <i>Implementing PMS and using it in regulatory processes requires the collaboration of all stakeholders. As PMS implementation continues this session will align stakeholders around the progress and planned activities. EMA, Industry and NCA representatives will explain how they are preparing and planning to use PMS in their submissions and regulatory processes.</i>	100m <i>15.20-17.00</i>
10.	Conclusions and closing remarks	20m <i>17.00-17.20</i>