



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH



Product Management Service (PMS) Information Day

Medicinal product data for Europe's public health

9 June 2026, 14.00 – 17.00 CEST

On-site session at EMA premises, Amsterdam

Product Management Service is a unique and shared repository of trusted human medicinal product data in the EU throughout their life cycle. It ensures that product information is accurate, transparent, standardised and accessible, empowering regulators, industry and citizens.

Please note: The morning webinar will be broadcast live via EMA's YouTube channel and recorded, and the recording will be available on the event page shortly after the event. The afternoon session activities will take place on-site only, so they will involve participants at EMA premises.

Objectives of the afternoon session

- Provide a structured forum to hear and align on expectations from key stakeholder groups, including Industry, the Network, and Healthcare Professionals (TBC).
- Use smaller group discussions to explore key strategic issues in greater depth, surface different perspectives, and identify practical considerations for moving forward.
- Share an overview of recent and planned stakeholder engagement activities to clarify progress to date and prepare participants for upcoming activities.

Product Management Service (PMS) Information Day – Afternoon session agenda

14:00	Welcome and opening remarks	
	<i>Recap the key takeaways, themes, and insights emerging from the morning discussions, while also setting the stage for the afternoon by outlining the planned activities, clarifying their purpose, and reinforcing how the next sessions will build on the progress made earlier in the day.</i>	10'
14:10	Stakeholder expectations plenary discussion	
	<i>Structured discussions on expectations from key stakeholder groups, with presentation from Industry and NCAs, to align on priorities, surface differing perspectives, and clarify what the PMS implementation and related working arrangements look like across the groups involved.</i>	50'
15:00	Group discussions on key collaboration activities	
	<i>Breakout group discussions in two parallel groups, each dividing into smaller teams, to explore two priority topics.</i> <ul style="list-style-type: none">• <i>Topic 1: data quality improvement opportunities that would best support both regulatory and public/EHDS use cases</i>• <i>Topic 2: future working arrangements between EMA, Industry, and NCAs, including the operating model, processes, collaboration approach, and the vision of providing data once and reusing it often.</i> <i>Each topic will be discussed in small teams for 20 minutes, followed by plenary reporting and capture of key points.</i>	60'
16:00	Coffee break	30'
16:30	Stakeholder engagement focus	
	<i>Overview of recent engagement with major PMS stakeholder groups, highlighting key themes, insights, and progress to date, alongside upcoming activities planned to maintain alignment, deepen collaboration, and inform next steps.</i>	20'
16:50	Closing remarks	
	<i>Wrap up of the afternoon activities and outline of next steps</i>	10'