

Health & Business Growth Summit

19-21 May 2026

Zagreb Fair Congress Center, Dubrovnik Avenue 2



Keynotes & Panels - Exhibit - VIP Networking - Partner

EHDS | EU-HTA | MDR-IVDR | AI-Act | Hosted-Buyers | Pitch-Competition | Funding-EIC | Zagreb-Gateway

Secure your **exhibition space** and **showcase** your solutions, products, and services or attend **lectures, panels**, and the full supporting program!

Join exclusive **VIP networking** with leading experts, investors, and partners!

Join us at Health & Business Growth Summit 2026 to unlock new opportunities for growth and collaboration.

proqlea

<https://proqlea.com/summit2026/>

19 May

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| 8:30 - 9:00 | Registration |
| 9:00 - 9:20 | Opening of the Summit, Welcome address |
| 9:20 - 9:50 | Lecture: Zagreb CEE Hub: EU funding za international scaling |
| 9:50 - 10:50 | Panel: Double funding impact: EU funds + National development banks/agencies |
| 10:50 - 11:20 | Satellite symposia |
| 11:00 - 13:00 | 2nd floor - Workshop: Sales Arena Live – PTC Healthcare Mastery |
| 11:20 - 11:40 | Coffee break |
| 11:40 - 12:10 | Lecture: Green Healthtech Profit: Decarbonization + EHDS Procurement |
| 12:10 - 13:10 | Panel: Green compliance as a profit engine: How to develop and scale EHDS/AI/HTA-ready healthtech |
| 13:10 - 13:40 | Satellite symposia |
| 13:40 - 14:40 | Lunch |
| 14:40 - 15:10 | Lecture: From ChatGPT to social media: How to build KOL strategy and B2B MedTech branding in the digital health world |
| 15:10 - 16:10 | Panel: Scaling healthcare brands in Europe: From trust to market impact |
| 16:10 - 16:20 | Small break |
| 16:20 - 17:50 | Workshop |
| 17:50 - 18:00 | Day 1 closing remarks |

20 May

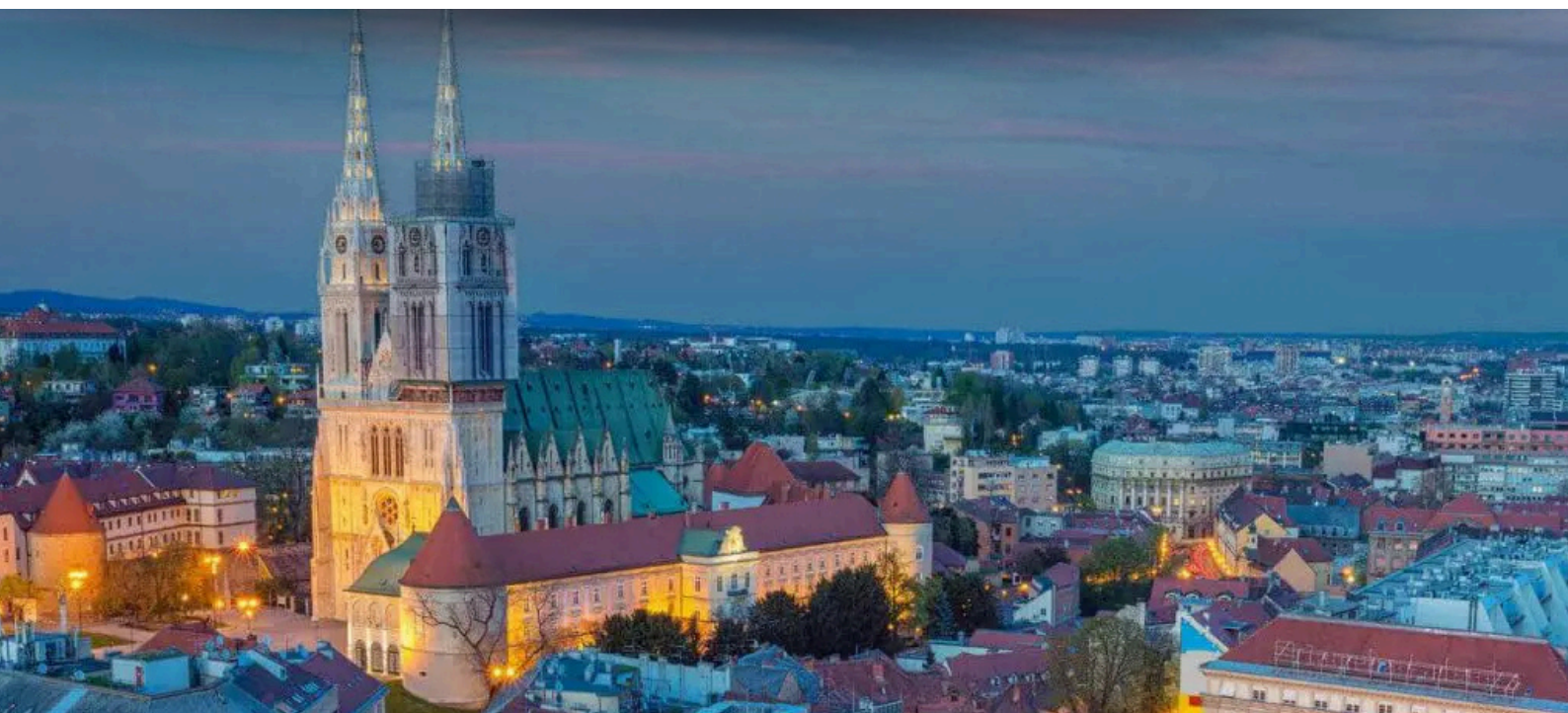
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| 8:30 - 9:00 | Registration |
| 9:00 - 9:20 | Opening of the Summit, Welcome address |
| 9:20 - 9:50 | Lecture: Rare diseases as export engine: IRDiRC Registries + Global partnerships for CEE healthtech revenue |
| 9:50 - 10:50 | Panel: IRDiRC data as EU revenue: Profit playbook for CEE Rare Disease startups |
| 10:50 - 11:20 | Satellite symposia |
| 11:20 - 11:40 | Coffee break |
| 11:40 - 12:10 | Lecture: CEE GATEWAY ZAGREB: EU → Cro+CEE Market entry blueprint |
| 12:10 - 13:10 | Panel: From idea to EU profit: How healthcare institutions evaluate, adopt, and procure CE-Mark & digitally compliant medTech (EUDAMED, CTIS, EHDS, HTA, AI Act Roadmap for Hospitals, Clinics, and Insurers) |
| 13:10 - 13:40 | Opportunities for Croatian companies, start-ups, and researchers through the UK Global Entrepreneur Programme |
| 13:40 - 14:40 | Lunch |
| 14:40 - 15:10 | Lecture: EU Clinical trial regulation: Risk or competitive advantage for sponsors and CROs? |
| 15:10 - 16:10 | Panel: Croatia as the CEE Gateway: Opportunities for global sponsors |
| 16:10 - 16:20 | Small break |
| 16:20 - 17:50 | Pitch Arena (minutes that change business) |
| 17:50 - 18:00 | Day 2 closing remarks |

20 May

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| 20:00 - 00:00 | VIP Dinner |
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21 May

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| 11:00 - 14:00 | VIP networking |
| 14:00 - 15:00 | Lunch & casual networking |



Register now – Early Bird rates available until March 15!

All event information and registration at
www.lumina-events.net/

media
partnership:

