

Strengthening the Internal Market – time for a 'new deal' for European standardisation?

2 June 2020 | Virtual Event

orgalim EUROPE'S TECHNOLOGY INDUSTRIES

Virtual event (via GoToWebinar)

2 June, 10.00 - 11.00, followed by live Q&A (30 min maximum)

PROGRAMME

09:45 – Online login

10:00 – Introduction: Why this webinar?

What is the problem and what is at stake? A horizontal business perspective – [Paul Coebergh van den Braak](#)

Standards for medical devices: practical application issues – [Caterina Brusasco](#)

The legal framework: straight jacket or springboard for standards users? – [Philippe Portalier](#)

Time for a 'New Deal' on European standardisation; Industry recommendations for the way forward – [Mette Peetz Schou](#)

Closing

11:00 – Questions & Answers

11:30 – End

THE SPEAKERS



Caterina Brusasco

R&D Compliance Domain Expert, IBA (COCIR)

Caterina Brusasco is a senior compliance expert in IBA, where she ensures the compliance of IBA Medical Devices products portfolio through research and development in respect to the applicable regulations and standards. She has been for more than 10 years an active participants in the Belgian, European and international standardization process, as CEB-BEC Belgian chairperson of TC 62, as Belgian national expert to several IEC and ISO committees (CENELEC TC 62, CEN/CENELEC TC3, IEC SC 62A/ahG34, IEC SC 62C/WG 1, ISO TC 210/WG1, ISO TC 210/JWG1, IEC TC45/63175) and as member of CEN-CENELEC Advisory Board for Healthcare Standards (ABHS).

She participates for IBA to the activities of COCIR, the European trade association of manufacturers of medical devices, in interaction with European policy makers, as chairperson on the Radiation Focus Group and as active participants in several other groups like the Regulatory Affairs Focus Group, Standardization Policy Focus Group.

Before working in IBA, Caterina Brusasco has been active in academy and fundamental science research in Italy in the INFN Italian institute for nuclear research and in Germany in the GSI German and international nuclear research center.



Paul Coebergh van den Braak

Chair of BusinessEurope's Free movement of Goods; Standardisation Manager, Philips Intellectual Property & Standards

Paul Coebergh van den Braak is with Philips Intellectual Property and Standards where he is globally responsible for a companywide strategic standardization program including regulatory legal frameworks and standards. In this role he advises the businesses on legal compliance matters, and chairs the BusinessEurope working group for Free Movement of Goods on the EU Single Market. His in-company position and external engagements gave him many insights in the practical application of EU regulations and their enforcement.

Paul holds masters in Mathematics and Business Administration and has 35 years of experience in various companies including products, projects and service businesses, small, mid-size and large companies, and professional as well as consumer markets.

The early part of his career he was in various managerial positions in product and technology development. He moved into standardization and regulatory affairs in 2006.



Mette Peetz-Schou

Senior Chief Adviser, Danish Industries & Chair of Orgalim Technical Committee

Mette Peetz-Schou is with DI for the past 8 years dealing with internal market and product regulation at EU-level.

Mette has more than 25 years of experience with establishing bridges and identifying solutions across different internal and external stakeholders and their interests. She has an interdisciplinary educational background at master's level.

She has practical experience in interest representation and relationship building, intercultural communication, negotiations, partnership formation, teaching, management and counselling.



Philippe Portalier

Director Better Regulation, Compliance and Standards, Orgalim

Philippe Portalier coordinates the Orgalim advocacy on the Union technical harmonisation legislation, standardisation policy, conformity assessment and market surveillance of relevance to the technology industries. In the past few years he has pulled his expertise in Orgalim's promotion of smart approaches to market relevant European standardisation, responsible cybersecurity, and demystified industrial artificial intelligence.

Philippe holds two masters in EU Legal Affairs from the Sorbonne University (Paris, 1986) and in Industrial Property Law (1985).

Before joining Orgalim in 1998, he worked for 12 years for various public and private organisations in France, including the household appliance maker "Groupe Brandt".