

25-26 June, 2026 | **Allianz MiCo Milano**

 **WOMA**
Inspiring the **W**orld of **PharMA**

An event created and organized by **WOMA**

Promoted by **BIOPHARMA** and **24OreSalute**
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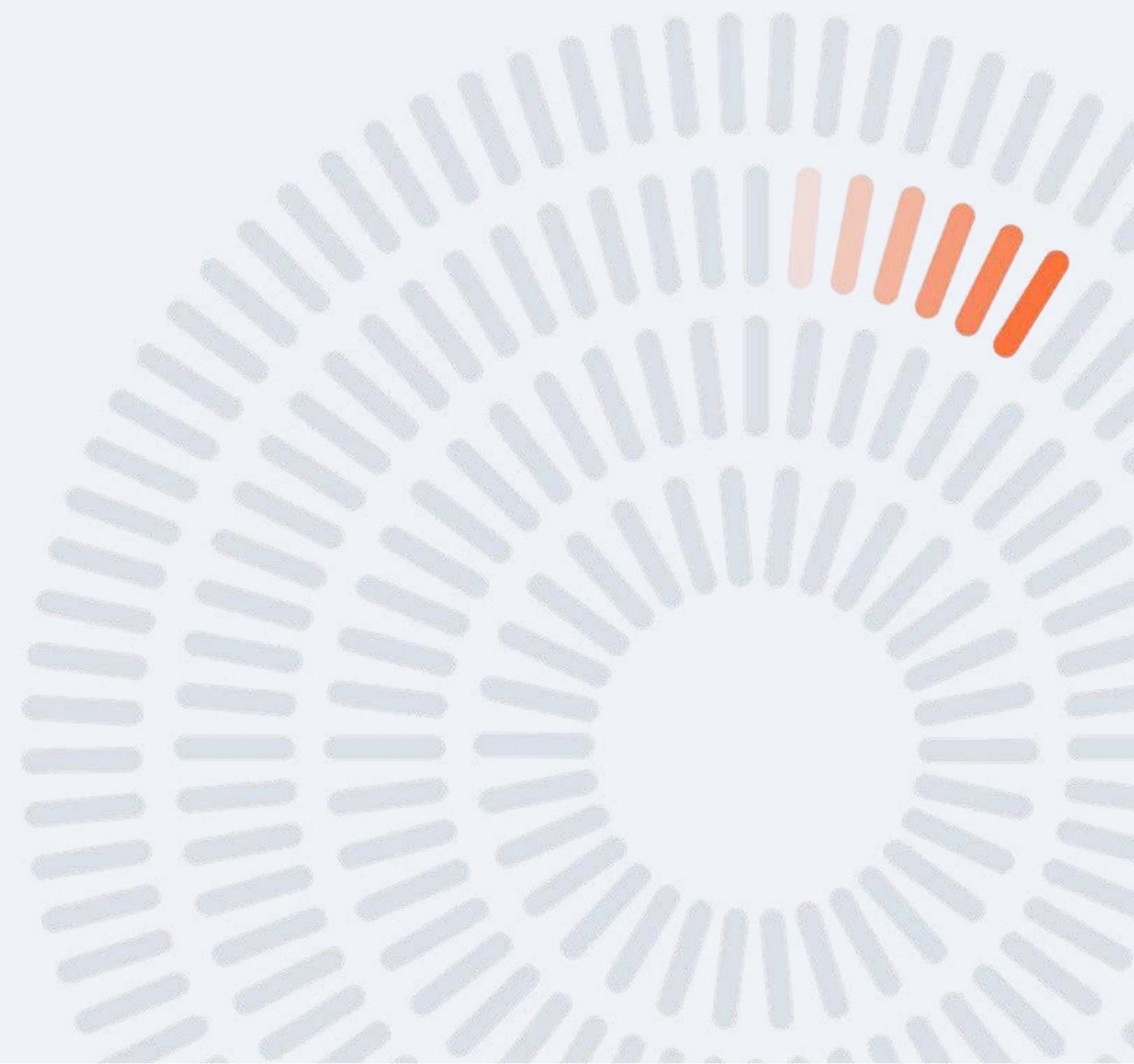
Media Partner **Sole 24Ore**.
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WOMA | Who we are

The inspirational, international, and visionary forum dedicated to Pharma, MedTech, Healthcare and Life Sciences.

Where inspiration, learning and high-level networking come together

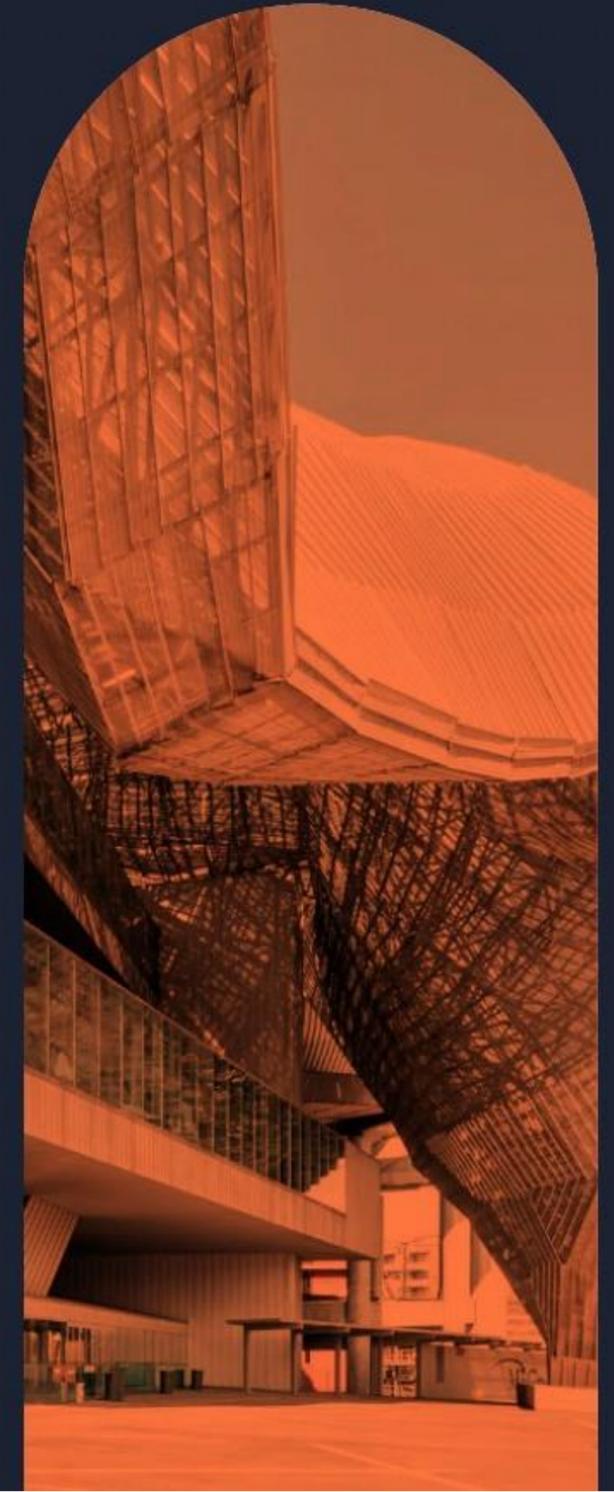




The **location**

The **Allianz MiCo Milano Congressi** is the **largest convention center** in Europe, and now features a completely new and more versatile layout.

Easily accessible from all parts of the city – including Milan's three airports – and well connected to the public transport network. Sustainability is a key value, with LEED V4 O+M, ISO 20121:2013, and ISO 14001:2015 certifications. WOMA will take place in the new North Wing, Level +2, with access from Gate 6 (Viale Eginardo).





AGENDA

TOPICS

Ecosystem

Innovation

Digital

Science

AI

Leadership

People

Strategy

Health Economy Purpose.

Each theme is explored through inspirational keynote sessions, delivered with a forward-looking lens to understand emerging trajectories and spark meaningful change.

AGENDA

25 June, 2026

18:00 – 22:00

- Opening Ceremony
- 19:30 **New Health Economy**
José Manuel Durão Barroso
- Charity Dinner in support of AIRC

26 June, 2026

9:00 – 17:00

- 9:20 **Future of Technologies in medicine**
Dr. Bertalan Meskó, PhD
- Coffee Break
- 11:15 **The next Renaissance: driving transformation with AI**
Zack Kass, Formerly with OpenAI
- 12:20 **Inspiration in science by Nobel Prize**
Dr. Jennifer Doudna, PhD
- Lunch
- 15:00 **Strategy & vision**
CEO Roundtable
- 15:45 **Leadership & people**
Dr. Amy Cuddy
- Closing drinks

Draft agenda, subject to definite confirmation from the speakers



The **speakers**

WOMA stands out for its world-class speakers: Nobel Laureates, global leaders, influential and provocative CEOs, bold innovators, and visionary thinkers.

Each speaker has a proven ability to break established narratives and the potential to influence the future of the industry.



Dr. Jennifer Doudna, PhD

Nobel Prize in Chemistry 2020 for the co-discovery of the revolutionary CRISPR-Cas9 gene-editing technology, she is one of the central voices of this journey. Her presence goes beyond scientific achievement - it becomes a powerful message of courage, vision and mindset.

The scientist who transformed biology with CRISPR embodies what it means to believe in an idea long before anyone else can see it, to work at the frontier of what is possible and to change forever the way we treat and prevent disease.

Her story is an invitation to invest in science and biotechnological innovation with the same determination that guided her breakthrough.



Dr. Bertalan Meskó, PhD

Founder of the Medical Futurist Institute, he is one of the most influential minds driving the digital transformation of healthcare.

His perspective goes far beyond AI and technology, showing how different worlds can merge to create entirely new solutions.

He speaks about digitally integrated care, human behaviour, robotics and emerging professional roles - helping everyone envision the healthcare of tomorrow with a more open, boundary-breaking mindset.



The speakers



Dr. Amy Cuddy

Social psychologist and author of the bestselling book Presence, she is one of the most influential voices in the fields of leadership, self-confidence, presence, and behavioural science.

One of her TED Talks has been viewed more than 74 million times - a testament to her global impact.

Her contribution is an invitation to rediscover motivation, authenticity and strength within organisations, especially at a time when people and new generations are calling for renewed models of leadership.

With her, we will explore how to inspire a team, support change and cultivate leaders capable of driving innovation.



Zack Kass

One of the **key figures who helped bring AI out of research labs and into companies**. Former Head of Go-to-Market at OpenAI - a role that needs no introduction.

His experience at OpenAI, during a pivotal phase for the global rise of artificial intelligence, provides a concrete perspective on how to integrate AI within organisations, what kind of leadership is required to guide such a profound transformation, and what changes our industry can expect in the years ahead.



José Manuel Durão Barroso

As President of the European Commission, he represented a Europe capable of uniting and protecting - **accepting the Nobel Peace Prize in 2012 on behalf of the Union**.

He led Gavi, the Vaccine Alliance, one of the most successful global examples of public-private partnerships. Under his leadership, Gavi has vaccinated over 1.2 billion children in low-income countries, preventing more than 20 million future deaths.

His vision invites us to rethink health-economy models that are more resilient, regenerative and equitable, reminding us that the true purpose of our sector emerges only when science, courageous leadership and effective partnerships come together to generate real, lasting impact.



Expected **numbers**

+200

Participating Companies

From Pharma, Healthcare, MedTech and Life Sciences sectors.

1000

Executives

Executive, Managers and Directors

30

Sponsors

1500 m²

Plenary Room

4000 m²

Expo Area

6 rooms

For private lunches and events

WOMA's **participants**

WOMA is created for those who want to make a mark on the world. It speaks to a **national and international** audience across the pharma, MedTech, healthcare, and life sciences sectors, offering an exclusive network designed to amplify brand awareness and foster meaningful connections among strategic decision-makers. Top Executives and Corporate Leadership Executives, Managers, and High-Potential Talent with strategic roles across all functions Institutional, academic, and research representatives

Media & Communication

WOMA amplifies the visibility of the event through an integrated multichannel strategy that combines digital, social, and premium media partnerships.

Thanks to the collaboration with



the event benefits from a high-impact communication plan across authoritative channels and a highly qualified audience.

A broad, high-profile coverage fully aligned with WOMA's positioning: not just visibility, but reputation and the quality of the audience reached.

Activated channels



Social media
targeted campaigns
and dedicated content



OOH / DOOH
visibility in
major cities



ADV and Digital ADV
on partner media
outlets



Banner and Boxes
on II Sole 24 Ore.com
and 24 Ore Salute



DEM
to the profiled database
of Gruppo 24 Ore



Spot
on Radio 24 and
il Sole 24 Ore TV



Social Responsibility.

A concrete commitment

WOMA Forum has chosen to make its impact even more significant by partnering with **AIRC**, the Italian Cancer Research Foundation, as the official **Charity Partner** of the event.

This collaboration is a shared and concrete commitment with different touch points.

WOMA will contribute a donation to contribute in the support of AIRC's mission, assisting the work of thousands of researchers dedicated to advancing new knowledge and therapies in the fight against cancer.

WOMA aims to amplify the impact of this decision by actively engaging its community: participants, partners, and stakeholders will be invited to contribute to AIRC's mission, turning the event into a collective responsibility opportunity.

Supporting AIRC means investing in science, talent and the future.

Innovation is not only technological and entrepreneurial but also scientific and human.

Why **invest**?

At WOMA, each sponsorship proposal is tailor-made, built around the specific needs of the partner.

We build customized partnerships that integrate qualified visibility, exclusive content, experiential moments, active presence at the event, audience engagement and targeted lead generation activities.

Each proposal is born from listening, takes shape through co-creation, and results in a high-impact strategic presence, perfectly aligned with each partner's goals and values.

Strategic Positioning

Positioning as an authoritative and innovative player within an evolving ecosystem.

Qualified Networking

Direct access to CEOs, decision-makers, and potential partners: a community that values new connections, shared visions and strategic conversations.

People Empowerment

WOMA offers an inspiring learning experience to strengthen engagement, retention and belonging; enhancing potential and leaders development.

High-Value Visibility

Maximum brand exposure across multichannel and official materials, targeting a top executive audience.

Shared Values

WOMA promotes innovation, responsibility, human progress and interdisciplinary collaboration.

Training and Inspiration

A direct investment in the development of skills, vision and company culture.



Inspiring teams. **Positioning companies.**

WOMA is a strategic investment in people.

A high-level learning experience that exposes employees to global visions, cutting-edge insights and leadership perspectives shaping the future of pharma, medtech, healthcare and life sciences.

Bringing national and international teams to WOMA creates a shared moment of inspiration and alignment, strengthening engagement, cross-cultural connection and a common innovation-driven mindset.

Beyond the main program, companies can design tailored experiences for their teams, including dedicated sessions, curated networking and exclusive moments of exchange.

Participation in WOMA also ensures qualified institutional visibility within an international, high-profile ecosystem of decision-makers and industry leaders, positioning companies as forward-looking organizations investing in people, vision and long-term impact.



Bring your **team**

Companies can engage leadership teams as well as directors, managers, business units and high-potential talents through dedicated corporate ticket solutions, designed for both national and international delegations.

BENEFITS & OPPORTUNITIES

- Ticket packages with preferential conditions
- Reserved seating
- Dedicate reception desk
- Tailored moments for the team, with the presence of WOMA speakers (private break or lunch, meet&greet, photo opportunity)
- Privileged DMC services for international teams, in partnership with YES Milano – Business & Convention Bureau
- Financed participation through the company's Interprofessional Training Fund, compliant with applicable regulations

Promoted by



Main Partner



Media Partner



Institutional Partner



Charity Partner



Association Partner



Ecosystem Partner



Sponsors



Genoma



Media Supporter



Digital communication partner



Partner for institutional relations



Segreteria Organizzativa | Event Partner



Official Bookstore



Technical Partner



