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Over The Counter 20 Feb 2024: AESGP's 60th Birthday Celebrations In 2024 Including Annual Meeting, With Jurate Švarcaite

by [David Ridley](#)

The Association of the European Self-Care Industry celebrates its 60th birthday this year. In this episode, we catch up with AESGP director general, Jurate Švarcaite, to find out how the association will mark the occasion, including at this year's Annual Meeting in Brussels in June. AESGP Annual Meetings are an excellent way to find out what the key issues and trends are impacting the European consumer health industry, and this one will be no different. We talk through some of the key themes of this year's conference. Sustainability continues to be a mega-trend, closely followed by digitalization and artificial intelligence. With its wide-ranging footprint across OTC medicines, food supplements and self-care medical devices sectors, the consumer health industry is facing an avalanche of regulations, and the AESGP continues to be an effective advocate for its stakeholders, alongside adjacent industry partners.

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