

1ST  
**EUROPEAN  
BRAIN ECONOMY  
SUMMIT**

**5.05.2026 BRUSSELS**  
The Merode, Place Poelaert 6

What will it take to turn Europe  
into the world's leading Brain Economy?

# 1ST EUROPEAN BRAIN ECONOMY SUMMIT

What will it take to turn Europe into the world's leading Brain Economy?



**Date:**  
5 May 2026



**Time:**  
08:00 - 18:30



**Location:**  
The Merode, Pl. Poelaert 6, Brussels

**08:00 - 09:00** Coffee & Registration

**09:00 - 09:10** Welcome and Introduction

## **MORNING SESSION CHAIR: Paweł Świeboda**

Founder and Director, NeuroCentury; Co-Founder, Brain Capital Alliance

**09:10 - 10:05** **The Brain Dividend:  
Unlocking Societal and Economic Value Through Better Brain Health**

### **Indrit Bègue**

University of Geneva, Member of the Board, Swiss Brain Health Plan

### **John Boyd**

Vice-President, Behavioral Health & Wellness, Kaiser Permanente

### **Shiva Dustdar**

Director, European Investment Bank

### **Kana Enomoto**

Director of Brain Health, McKinsey Health Institute

### **William Heisel**

Director for Global Services, Institute for Health Metrics and Evaluation

### **Jan Schadrack**

Global Head, Neurology, Medical Affairs, Roche

**10:05 - 10:25** **Transforming Brain Health Through Value-Based Care**

### **Susan Armiger**

President and CEO, Catalight

**10:25 - 10:40** **Launch of the Brain Capital Index for Europe**

### **Rym Ayadi**

President, Euro-Mediterranean Economists Association

Co-Founder, Brain Capital Alliance

**10:40 - 11:05** Coffee break

# 1ST EUROPEAN BRAIN ECONOMY SUMMIT

What will it take to turn Europe into the world's leading Brain Economy?

## 11:05 - 11:55 **The Neuro's Next Leap: From Today's Breakthroughs to Future Discoveries**

**Stéphanie Debette**

Executive Director, Paris Brain Institute

**Wiesje van der Flier**

Director, Alzheimer Nederland

**Stéphanie Lacour**

Vice-President, École Polytechnique Fédérale de Lausanne

## 11:55 - 12:15 **Brain Positive Cities: Building Houston's Brain Economy Lighthouse**

**Jochen Reiser**

President, The University of Texas Medical Branch, CEO UTMB Health System

## 12:15 - 13:05 **Brains and Benefits: Towards Innovation Moonshots in the Brain Economy**

**Niklas Blomberg**

Executive Director, Innovative Health Initiative

**Dana Burduja**

Head of Life Sciences and Health Division, European Investment Bank

**Pascal Joncour**

Partner, Convergence Partners

**Marco Mohwinckel**

President, Tech Tour Mental & Brain Health Program

**Chiara Varazzani,**

OECD Lead Behavioural Scientist, Organisation for Economic Co-operation and Development

## 13:05 - 13:15 **Piano for The Brain - Intro**

**Rafał Kulczycki**

Pianist, Composer

## 13:15 - 14:15 **Lunch**

# 1ST EUROPEAN BRAIN ECONOMY SUMMIT

What will it take to turn Europe into the world's leading Brain Economy?

## AFTERNOON SESSION CHAIRS:

**Paweł Świeboda**

Founder and Director, NeuroCentury; Co-Founder Brain Capital Alliance

**Maria Tunberg**

Vice-President, Research and Business Development,  
RISE Research Institute of Sweden

**Fred Destrebecq**

Executive Director, European Brain Council

### 14:15 - 15:00 **Women's Brain Health: The Frontier We Must Advance**

**Elizabeth Kuiper**

Associate Director, European Policy Centre

**Antonella Santucci-Chadha**

CEO, Women's Brain Foundation

**Dimitrios Georgiopoulos**

Senior Vice-President, Head of Mid-Europe Healthcare, Merck

### 15:00 - 15:45 **Nesting the Brain in the Built Environment**

**Marco Lucisano**

Senior Vice-President, Built Environment,  
RISE Research Institute of Sweden

**Maria Tunberg**

Vice-President, Research and Business Development,  
RISE Research Institute of Sweden

**Ben Hamley**

Global Head of Research & Development, JLL

**Essi Viding**

Professor of Developmental Psychopathology and Pro Vice Provost for the Mental Health and Wellbeing Grand Challenge at UCL

### 15:45 - 16:00 **Coffee break**

## 16.00 - 17:00 **Parallel Sessions**

### THE CONSERVATORY

#### Protecting the Brain in the Age of AI

**Jaime de Mora**

Co-Founder, The Brain Future Foundation;  
CTO for Startups & Digital Natives,  
Microsoft EMEA

### THE SALON

#### Piano meets the Brain

**Rafał Kulczycki**

Pianist, Composer

# 1ST EUROPEAN BRAIN ECONOMY SUMMIT

What will it take to turn Europe into the world's leading Brain Economy?

16.00 - 17:00 Parallel Sessions

## THE CONSERVATORY

### Youth Brain Capital at the Height of Neuroplasticity

**Catarina Mastellaro**

Head of Strategic Engagement,  
WHO Foundation

**Elisha London**

Founder and CEO, Prospira Global

**Annika Sten Pärson**

Founding Partner and Executive Chair  
of the Inner Foundation

**Pier Luigi Sacco**

University of Chieti-Pescara,  
metaLAB @ Harvard

## THE SALON

### The Brain Advantage: Towards a Brain-Positive Organization

**Jacqueline Brassey**

Director Healthy Workforces and Director of  
Research Science at the McKinsey Health  
Institute

**Linda Jarnham**

Founder and Managing Director, flow2thrive

**Lawrence E. Jones**

Managing Partner, NOTORA Ventures

**Krystal Sexton**

Founder and CEO, Cognitive Capital Group

**François Veron**

General Partner, Newfund

## THE CONSERVATORY

17:00 - 17:15 Europe and the Future of the Brain Economy

**Fred Destrebecq**

Executive Director, European Brain Council

**Harris Eyre**

Executive Director, Brain Capital Alliance; Senior Fellow, Rice University & UTMB

**Joakim Ramsberg**

Head of Science and Society, Swedish Brain Foundation

**Paweł Świeboda**

Founder and Director, NeuroCentury; Co-Founder Brain Capital Alliance

17:15 - 18:30 Networking reception

We gratefully acknowledge the support of:



[info@neurocentury.com](mailto:info@neurocentury.com)



[www.neurocentury.com](http://www.neurocentury.com)



Research  
Institutes  
of Sweden



Davos  
Alzheimer's  
Collaborative

the  
Inner  
foundation



Brain  
Capital  
Alliance



Paris  
Brain  
Institute

McKinsey  
Health Institute



Global  
Brain  
Economy  
Initiative



UTMB  
THE UNIVERSITY OF TEXAS MEDICAL BRANCH