

German Medical Affairs Leaders to Convene in Munich for MAPS Germany Medical Affairs Leadership Forum

Working Forum Built with German CMDs Will Address CMD Priorities for 2027, Evidence Readiness, GenAI Governance, and Medical-Commercial Collaboration



GOLDEN, CO, UNITED STATES, August 19, 2026 /EINPresswire.com/ -- [German](#)

[Medical Affairs leaders](#) will gather in Munich on October 6, 2026, for the MAPS Germany Medical Affairs Leadership Forum, a senior, peer-led working session addressing the strategic priorities shaping German Medical Affairs over the next 12 to 18 months.

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This forum gives German Medical Affairs leaders a dedicated platform to share insights, benchmark against peers, and develop practical solutions for 2027 and beyond.”

*Tamas Koncz, President of
MAPS EMEA Region*

The forum was developed in collaboration with German Country Medical Directors (CMDs) and affiliate leaders to reflect the operational realities of the German market — not generic regional programming.

The program will focus on four priority areas identified directly by German CMDs:

- CMD leadership priorities for 2027
- Evidence readiness under Germany's AMNOG, G-BA, and EU HTA frameworks

- GenAI governance for Medical Affairs, moving from pilot use cases to governed, compliant practice
- Medical-commercial boundaries, including decision rights, documentation, and compliant collaboration in affiliate reality.

"Germany's Medical Affairs environment is evolving rapidly," said Tamas Koncz, President of MAPS EMEA Region. "From AMNOG and G-BA expectations to increasing evidence demands and stricter digital governance standards, affiliates are operating under unprecedented pressure. This forum gives German Medical Affairs leaders a dedicated platform to share insights, benchmark against peers, and develop practical solutions for 2027 and beyond."

Germany's Complex Medical Affairs Landscape

Germany remains one of Europe's most demanding Medical Affairs environments, where evidence expectations, access considerations, governance standards, digital transformation, and cross-functional execution intersect.

Unlike a traditional conference, the forum is structured as a working session: peer-led roundtables, scenario-based discussion, and facilitated exchange, in a non-promotional, compliance-aware environment.

"This is not another conference with theoretical presentations," said Koncz. "We've built this program from conversations with CMDs across Germany to ensure every discussion reflects genuine operational needs. Attendees will leave with practical workflows they can actually execute within their organizations."

The forum is designed for Country Medical Directors and affiliate Medical Affairs heads; medical strategy, excellence, operations, and field medical leaders; evidence generation, HEOR, access-adjacent, and launch readiness leaders; and digital, governance, compliance, and transformation leaders working with Medical Affairs.

Event Details

- Date: October 6, 2026
- Time: 9:00 AM – 5:00 PM (Germany time)
- Venue: Andaz Munich Schwabinger Tor, Leopoldstraße 170, 80804 Munich, Germany
- [Registration](#): Registration is open to members and non-members. \$249 for MAPS members; \$299 for non-members.

Contributing to the Program

MAPS is inviting recommendations for senior German Medical Affairs leaders and selected functional experts to contribute to the discussion. Recommended contributors should bring senior perspective, Germany relevance, and practical experience across Medical Affairs leadership, evidence readiness, GenAI governance, affiliate execution, or medical-commercial collaboration. If interested, please reach out to Daniel Moore, Director of Strategic Operations,



EMEA + APAC.

About the Medical Affairs Professional Society (MAPS)

Founded in 2016, the Medical Affairs Professional Society (MAPS) is a 501(c)(3) non-profit organization and the global authority for Medical Affairs professionals, connecting over 18,000 members worldwide across pharmaceuticals, biotech, MedTech, and affiliated organizations. MAPS empowers professionals at every career stage, from emerging professionals to executive leaders, through world-class education, research-driven insights, expert-led events, and a global community dedicated to advancing the field and shaping its future. Learn more at MedicalAffairs.org.

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