
Jan-Willem Scheijgrond Appointed New COCIR President



The COCIR General Assembly, convened yesterday in Brussels, elected [Jan-Willem Scheijgrond](#) as the new President with a four years mandate. He succeeds Dr Bernt Bieber, who held the post since 2020. Jan-Willem Scheijgrond is currently Vice President and Global Head of Government and Public Affairs at Philips, where he has held a series of management roles during the last 15 years.

Accepting his appointment, Jan-Willem Scheijgrond said; "I am grateful for the opportunity to lead COCIR's efforts at a pivotal time for the healthcare sector. The medical technology industry has more than proved its crucial role during the pandemic, and is now supporting the EU in future-proofing its healthcare systems against health emergencies and other crisis situations."

He continued; "We are also ready to mobilise in the common policy actions against noncommunicable diseases, which are placing a significant health burden on all healthcare systems and endangering their resilience and sustainability. COCIR will continue to be very vocal on behalf of the sector in voicing the need for innovation support, investment in healthcare and global convergence of regulations and standards".

Outgoing COCIR President and Senior Vice-President, Direct Sales at Siemens Healthineers, Dr Bernt Bieber: "I would like to praise the COCIR membership and team for supporting the industry during the past four years, which saw healthcare systems being tested at their limits. It has been an honour to lead the organisation through these profound changes. I believe Jan-Willem Scheijgrond will bring his diverse experience to the role and lead COCIR through the current challenges and opportunities presented by geopolitical uncertainty, economic variables and trade tensions".

COCIR Secretary General Annabel Seebohm thanked Dr Bernt Bieber for his contribution to the organisation. She said "I am grateful to Bernt for his mentorship and strong leadership of COCIR. I am now looking forward to working together with Jan-Willem in acting as the united voice of the sector and a trusted partner to policymakers".

Source & Image Credit: [COCIR](#)

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