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**PRESS RELEASE**

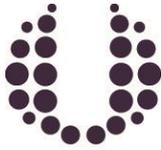
For immediate release

**The future is now – Pharmapack Europe 2018 to showcase evolution and revolution in packaging and drug delivery**

**Paris, 31 October 2017:** Pharmapack Europe 2018 (#pharmapackeu) today announced the comprehensive event programme for Europe's dedicated pharmaceutical packaging and drug delivery conference and exhibition taking place on 7–8 February at Paris Expo Porte de Versailles, Paris. The packed event programme includes key note speeches from leading industry figures, a symposium, educational workshops, and a learning lab that will explore regulatory changes and impacts, challenges in packaging & devices development: biologics, materials, sustainability and quality consistency, and how new patient-centric innovations in drug delivery will revolutionise lives and improve treatment adherence. Furthermore, new for Pharmapack Europe 2018 is the Start-up Pitch, a unique opportunity for companies at an early stage or pre-commercialisation phase to present their idea in front of industry experts.

Pharmapack Europe is an essential event for industry insights and the latest industry innovations that are reimagining the capabilities of pharmaceutical packaging and drug delivery. One area that provides opportunities and challenges is biologics, a growth area for the pharmaceutical industry both now and in the future with biologics representing 70% of drugs currently in development. Pharmapack Europe 2018 will include keynote presentations on the key factors for successful collaboration on pharmaceutical packaging development for biologics, speeches on integrated approaches towards the design of drug delivery platforms for biologics, and case studies assessing delivery options for injectable biologics. In addition, patient-centric considerations provide new avenues of innovation in drug delivery solutions. Sessions will be dedicated to innovations in packaging that improve patients' lives, identifying new areas of opportunity in designing the future of drug delivery packaging, and practical solutions to help stakeholders innovate in this area.

“The pharmaceutical packaging and drug delivery industry is at the crest of a new wave of innovation and opportunity. We have developed an extensive programme for



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Pharmapack Europe 2018 to provide the industry with insights from leading industry experts, practical guidance and workshops on challenges and opportunities, and networking and collaboration opportunities through our International Meetings Programme to enable visitors to share knowledge and experience to drive business forward,” said Anne Schumacher, Brand Director, Pharmapack Europe. “Following on from the success in 2017 we are also continuing to provide focussed support for new companies through our Start-up Hub and Start-up Pitch programme. This unique programme provides the leading opportunity in Europe to directly meet and discuss business opportunities with international pharmaceutical and biopharmaceutical companies. A limited number of spaces are still available.”

The 2018 Start-up Hub will showcase young companies as being amongst the most innovative in the industry. Companies in the Start-up Hub will benefit from increased access to potential customers, partners and investors at Pharmapack Europe 2018 from which to forge new and lasting relationships. New for 2018 is the Start-up Pitch, offering non-commercialised companies the opportunity to present in front of a start-up panel of experts and an audience of industry professionals. The Start-up Hub and Start-up Pitch are organised in collaboration with Early Metrics, the pan-European rating agency for start-ups and innovative SMEs, assessing the potential growth of early stage ventures by analysing a company’s non-financial metrics. If you are interested in participating in the Start-up Hub or Start-up Pitch please visit <https://www.pharmapackeurope.com/innovation/start-up-focus>.

Pharmapack Europe 2018 will take place on 7–8 February at Paris Expo Porte de Versailles, Paris. To register for Pharmapack Europe 2018, please visit <https://www.pharmapackeurope.com/>

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## **Notes to Editors:**

### **About the Start-up Hub**

Pharmapack Europe introduced the Pharmapack Start-up Hub in 2017. The platform is specifically designed for start-ups that look to network with, and gain visibility among, international pharma and biopharma companies. A contributory fee is required from all successful applicants who will benefit from an increased array of promotional tools, access to professional media, professional peer endorsement and branding spots across conference materials.

### **About UBM**

UBM connects people and creates opportunities for companies across five continents to develop new business, meet customers, launch new products, promote their brands and expand their markets. Through premier brands such as Routes, CPhI, IFSEC, Ecobuild, Seatrade, and many others, such as Pharmapack, UBM exhibitions, conferences, awards programs, publications, websites and training and certification programs are an integral part of the marketing plans of companies across seven industry sectors.

### **UBM is committed to the continual improvement of sustainability**

To ensure long term profitability, UBM aims to be a leader in sustainable business, aligning all key business decisions with our sustainability strategy. UBM sees it as fundamental that we are conscious of the impact that our actions have on the environment and the communities in which we operate. UBM strives to manage its impact by ensuring that the principles of sustainability are at the core of all our activities. A corner stone to our journey towards sustainability is our certification to the ISO 20121 Sustainable Event Management System. UBM is one of the first major organisers to successfully implement and certify our sustainable event management system against the International Standard ISO 20121.

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