

From Innovation to Implementation: Highlights of PHARMAP's 5th Anniversary Edition

What happens when over 300 pharmaceutical leaders from across Europe and beyond gather in Berlin? Insightful discussions, strategic collaboration and opinions exchange — all under one roof. The 5th edition of the Pharmaceutical Manufacturing and Packaging Congress (PHARMAP), held on 14–15 April, brought together decision-makers from across the pharmaceutical value chain to explore the technologies, trends and innovations shaping drug production and packaging.

PHARMAP 2025 welcomed leading global players, including Sandoz, Merck, Novartis, Bayer, Takeda, F. Hoffmann-La Roche and Almirall S.A., among many others. As the industry navigates a period marked by cost pressures, regulatory evolution and increasing demand for sustainability and digitalisation, the Congress provided a business programme full of peer-level exchange, insights and practical solutions.

The 5th-anniversary edition was proudly supported by CryoXpert – the medical division of Dohmeyer – as the Principal Sponsor. A longstanding partner of the Congress, CryoXpert was represented by Frans Mortier, Strategic Sales Manager, who delivered a welcome speech during the opening panel.

He also participated in a session on efficiency in pharmaceutical manufacturing. His presentation focused on the rapid development of mRNA-based therapies, outlining the operational shifts required to move from clinical trials to commercial launch. Key points included the importance of regulatory alignment, manufacturing scale-up and supply chain preparedness in supporting the wider adoption of mRNA technologies. The list of speakers in this session also contained:

- Dr. Björn-Thoralf Erxleben, Senior Manager Market Manager Pharma & Biopharma at Shimadzu Europa GmbH;
- Antonella Cimatti, CDMO Strategic Account Manager - Morpho, and Giovina Di Meo, Project & Product Lifecycle Management Office Coordinator at Alfasigma;
- Dr. Devendra Ridhurkar, CEO at RidNova Pharmaceuticals.

Sustainability also featured prominently in the PHARMAP 2025 agenda. During the opening panel, Stanislav Kazanov, Head of Sustainability at Innovise, delivered an insightful presentation on digital intelligence in green drug manufacturing. He presented case studies showing how pharmaceutical manufacturers have reduced energy consumption and decreased waste through IoT-based monitoring and AI-driven insights. The presentation included implementation strategies and ROI analysis of successful deployments. The topics of the session also referred to:

- digital transformation of drug manufacturing and packaging - presented by Thierry Marchal, Chief Technologist Healthcare EMEA at Ansys;
- strategies for ensuring safe medicines - shown by Chakravarthi AVPS, Global Ambassador at the World Packaging Organisation;
- emerging challenges in pharmaceutical manufacturing - delivered by Ayse Hizli, Director of New Business and Global Partnerships Strategy at Sandoz;
- evolving dynamics of the global supply chain - illustrated by Ton Knipscheer, Executive Director at ECPA (European Co-Packers Association).

A gala dinner was held to mark the 5th anniversary, combining a formal celebration with networking. The evening concluded with a lottery draw featuring prizes such as iPads, AirPods, premium chocolate boxes and many others — a well-received addition to the Congress programme.



Moreover, the Congress obtained strong media support. Outlets such as Packaging Insights, Pharmaceutical Processing World, Packaging Suppliers Global, Pharmaceutical Technology, The Pharmaceutical Post, CHEManager International and others provided coverage, including expert interviews, session summaries and industry commentary.

The 5th PHARMAP Congress reinforced its role as a dedicated platform for knowledge exchange, strategic alignment and innovation within pharmaceutical manufacturing and packaging.

The next edition of PHARMAP is scheduled for 20–21 April in Amsterdam, the Netherlands. In 2026, PHARMAP continues to operate in a closed-door format, fostering a focused and confidential environment for high-level dialogue. The agenda explores how pharmaceutical manufacturers can strike a balance between functionality, safety and brand integrity, what defines a win-win partnership, and how to take personalised medicine to the next level.

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