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**FOR IMMEDIATE RELEASE**

**UBM Canon to Launch Pharmapack North America in 2012**

*Technology-focused conference and exhibition will debut May 22-23 in Philadelphia*

Los Angeles, CA, USA (July 28, 2011) – UBM Canon has announced that it will produce the Pharmapack North America conference and exhibition May 22-23, 2012 in Philadelphia's PA Convention Center. The technology-focused conference and exhibition, which focuses upon innovation in packaging technology and drug delivery systems to enhance health product safety, is the counterpart of the company's highly successful show in Paris, France.

Established in 1997, Pharmapack in Paris is Europe's recognized event for senior managers and engineers involved in R&D, design, development, purchase and procurement of packaging and drug delivery devices as well as production from the leading pharmaceutical, biopharmaceutical, veterinary and medical companies.

"Philadelphia is the ideal place to launch Pharmapack in North America," according the UBM Canon's senior vice-president Kevin O'Keefe. "The entire life sciences sector in Greater Philadelphia employs about 95,000 workers, with about 60% of them engaged in pharmaceuticals and biotech development and manufacturing."

The conference at Pharmapack North America will feature two days of high-level presentations focusing upon key challenges, trends, and technical innovations in the drug delivery systems and packaging technology sectors. The show's exhibition categories will include designers, manufacturers and distributors of packaging material and machinery, product and packaging design services, drug delivery systems/devices (such as syringes, pen injector, inhaler, dispensers); packaging components; blister packaging; cardboard, printing and labeling; child resistant and senior friendly solutions; medical packaging; sterilization techniques and services; contract manufacturing; traceability and anti-counterfeit technologies; production equipment; automation and assembly systems; transport material and services.

Pharmapack North America expands UBM Canon's portfolio of products serving the pharmaceutical manufacturing sector, which includes the well-established business magazines *Pharmaceutical & Medical Packaging News*, *Med Ad News*, and *R&D Directions*, as well as the industry websites *PMPNews.com*, *PharmaLive.com*, and *Pharmalot.com*.

Companies interested in exhibiting in Pharmapack North America should visit [www.PharmapackNorthAmerica.com](http://www.PharmapackNorthAmerica.com) or contact Albert Sabbah directly at 310-996-9473 or [albert.sabbah@ubm.com](mailto:albert.sabbah@ubm.com).

**About UBM Canon**

UBM Canon is the leading producer of trade events and media brands that support the flow of information, commerce, and innovation in the world's \$3 trillion advanced, technology-based manufacturing sector, including the pharmaceutical, medical device, biotechnology, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing segments.