

Pharmapack 2011 : An ever rich programme to celebrate its 10th edition

On the 23 & 24 February 2011, Pharmapack will celebrate its 10th edition at the Grande Halle de la Villette, in Paris (France), with a special programme bringing together the leading experts in its field.

For the first European congress-exhibition dedicated to drug packaging technologies and delivery systems, this edition constitutes a crucial stage. It punctuates 14 years marked with continued success and recognition by the industry. An event with an international audience, Pharmapack 2011 will attract over 2 800 visitors and 250 exhibitors, over half of whom will have come from 48 countries in Europe, Africa, Asia and the Americas.

Themes focussed on the present and future concerns of the pharmaceutical industry

Following on from previous editions, the two-day Pharmapack 2011 programme will highlight the present and future challenges shaping innovation in the field of health product packaging and delivery systems.

Over 35 experts from pharmaceutical companies, technology suppliers, institutions and health entities will take stock of :

- Speculations on future trends in pharmaceutical packaging in 2020
- Regulatory changes in drug monitoring around the world
- The latest innovations in parenteral administration
- New packaging solutions to improve compliance, patient and health worker safety and drug monitoring
- Review of drug delivery device trends and innovations (nasal and pulmonary forms)

« The advent of and competition from generics is one of the major challenges for the original manufacturers, particularly considering generics manufacturers have improved the clarity of their packaging », commented Prof. Philippe ARNAUD from the Pharmaceutical Sciences Faculty of Paris Descartes (France), who will be chairing the session « Pharma packaging prospects and regulatory challenges in a global context ». « In the case of OTC drugs or drugs no longer reimbursed, which are prominently displayed on the counter, the packaging « war » will be fierce », he warned.

In terms of regulations, speakers will discuss important regulatory changes in the offing, particularly draft directives on patient information, drug monitoring and anti-counterfeit measures. According to the experts, these directives will have a direct or indirect impact on drug packaging and may generate costs that should be foreseen and taken into consideration as of now.

«With parenteral drugs in particular, innovation is very important as, according to statistics, they represent approximately a third of future drugs » noted Dr. Michael Spallek, Director Global Skill Center Packaging Development, Boehringer Ingelheim Pharma (Germany). He stressed : « This is due to the fact that biotech drugs are growing in importance and offer new therapeutic approaches. This is also the reason why biotech packaging is important. Most of them will be injected, so the packaging and devices will make self-administration easy, even in the case of monthly injections.»

Learn from the past decade in order to better meet the challenges of the future

Pharmapack will make the most of its 10th edition to review, throughout the programme of lectures, the main changes in the sector over the last decade and the key trends that have marked the health industry. By studying various innovations in areas such as injectables or inhaled drugs, inter alia,

experts will also look at changes in technologies and share their experience.

“ We must learn from experience underway. That is why it is important for speakers from the pharmaceutical industry to share their experience and the challenges they met over the last years, in the area of large volume pre-filled syringes, for example. It is essential to define the problem and identify various points in order to develop solutions,” stressed Michael Spallek, who will be chairing the session on « Trends and technological innovations in the administration of parenteral drugs ».

Experts from the FDA, AFSSAPS, MHRA and notified bodies will be present at BIOMEDevice Europe

Another highlight at the 10th edition of Pharmapack will be the presence of representatives from the FDA, AFSSAPS, MHRA and notified bodies on the first day. This exceptional session organized by BIOMEDevice Europe will give decision-makers in pharmaceutical and biotechnological companies a unique opportunity to collect strategic information for future projects. These experts, who assess combination products on a daily basis, will take stock of regulations in Europe and the USA. They will share their vision of changes in regulations of these health products and prospects over the years to come. Through their testimonies, they will shed light on the crucial points to be taken into consideration by entities involved in the development of these booming health products.

A comprehensive view of the latest innovations and new technologies

Thanks to a high-level programme of lectures combined with a « technological showcase » exhibition grouping together over 250 world-class suppliers of technologies and services specializing in pharmaceutical packaging, Pharmapack 2011 attendees will gain a comprehensive view of the latest market trends and new technologies for innovation in the fields of health products, packaging and drug delivery systems.

Pharmapack Awards 2011 for proper drug use

Pharmapack Awards will single out drugs, medical devices, health products and veterinary drugs placed on the French market between November 2009 and December 2010. Deadline for entries : 1st January 2011.

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