

Press release
Paris,

10th edition is a success for Pharmapack

The 10th edition of Pharmapack was held on 23 - 24 February 2011 at the Grande Halle de la Villette in Paris, France. Building on the success of the 2010 event, over 2,600 visitors and 250 exhibitors were in attendance at Europe's leading conference and exhibition dedicated to packaging technologies for drugs and medical devices.

Co-located with the 2nd edition of BIOMEDevice Europe, a conference dedicated to combination products, the 10th edition of Pharmapack drew a constant stream of visitors and conference delegates. The aisles of the exhibition and the two conference rooms were constantly full during the two day event.

In addition to the crowds, participants once again praised the quality of the attendees which included key decision-makers from pharmaceutical, biopharmaceutical, and veterinary laboratories, as well as health institutions and agencies.

With 53% of exhibitors and participants from 58 countries over four continents (Europe, Africa, Asia and America), this 10th edition proves beyond doubt of Pharmapack's international renown.

Varied, thought-provoking conference sessions

Praise was unanimous for other essential components of Pharmapack's success: the quality, timeliness and range of the topics proposed. It should be noted that this special edition of Pharmapack brought together an exceptional panel of over 35 experts from pharmaceutical laboratories and technology providers, as well as health intuitions, agencies and establishments. They discussed key topics regarding innovation in packaging and drug delivery systems including future trends for pharmaceutical packaging in 2020, regulatory changes in a global context, innovations in parenteral delivery, and nasal and pulmonary delivery systems.

The delegates at the 2011 conference also appreciated the retrospect on changes in the sector and the key trends that shaped the healthcare industry during the previous decade. Moreover, they had the extremely rare opportunity to speak with experts from leading laboratories who shared their insights and experiences in innovation in various areas such as injectable and inhalable medications.

A thorough update of the latest innovations and technologies

The high-calibre agenda of sessions combined with the 'technological showcase' exhibition, which brought together over 250 international providers of technologies and services for pharmaceutical packaging, provided visitors to Pharmapack 2011 with a full panorama of the latest market trends and technologies in innovation for health products, packaging and drug delivery systems.

2011 Pharmapack Awards for innovations that enhance patient safety

An awards ceremony was held during Pharmapack 2011 to single out the most innovative packaging developed for medicinal products, health products and drug delivery systems

placed on the French market between 2009 and 2010. Three innovations were honoured by the independent jury:

- The Pharmapack 2011 Medical Device Award was given to Actreen® Lite Mini - B. Braun
- The Pharmapack 2011 Sustainable Development Award was given to Kaletra® (lopinavir/ritonavir) 200 mg/50 mg, film-coated tablet (lopinavir/ritonavir) - Abbott Laboratories
- The Pharmapack 2011 Ease of Use Award was given to Talent BT™ - Primequal

A premier event for healthcare professionals, Pharmapack has continuously met the expectations of its public for 15 years. Now in its 10th edition, the aim is to continue in this vein.

Pharmapack expands to new continents

What is the growth outlook for Pharmapack in the coming years?

Pharmapack's growth remains closely linked with the current and future concerns of the pharmaceutical industry, whether shared globally or specific to certain regions and markets. Bolstered by its success in Europe, Pharmapack is continuing its expansion into the USA with Pharmapack North America, which will take place on 22 - 23 May 2012 in Philadelphia, Pennsylvania. Identical in concept to Pharmapack Paris, this event combines two days of conference sessions and an exhibition. It will allow professionals involved in the purchase and development of packaging, pharmaceutical drugs and drug delivery systems to discover the latest technological advances and market trends. The aim is also to promote innovation by stimulating competition among key players in the US pharmaceutical industry.

The 11th edition of Pharmapack will be held on 15 - 16 February 2012 at the Grande Halle de la Villette in Paris, France.

For more information:

Sylviane Robinet

PR & Press Manager for Pharmapack and BIOMEDevice Europe

Tel: + 33 (0) 1 77 62 88 12 /+ 33 (0) 1 40 37 94 61

Mobile: + 33 (0) 6 08 03 86 11

E-mail: s.robinet@businesswise-com.fr

To exhibit at Pharmapack:

Aurore Domange

Group Event Manager

Tel: +33 (0)1 77 48 10 00

E-mail: pharmapack@ubm.com

About UBM Canon

UBM Canon is one of the largest providers of trade shows and print and digital media for the modern, international high-tech manufacturing industry, particularly in the fields of medical

equipment, packaging, process design and technology, automated production, electronics, quality control and plastics processing.

For more information about UBM Canon's B2B publications, trade shows and electronic media, please visit www.ubmcanon.com or write to pharmapack@ubm.com.