



Pharmapack 2010, the unmissable event !

Paris, July 24, 2010. The next edition of Pharmapack congress-exhibition will take place on the 1st & 2nd February 2010, in La Grande Halle de la Villette, in Paris. Over 2200 decision-makers and 200 exhibitors will take part in the event.

The full conference programme is available online at: www.pharmapack.fr,

Unanimously praised as the major European event dedicated to innovations in packaging and delivery packaging for the pharmaceutical industry, Pharmapack 2010 will welcome the key-players in the sector. More than 2 200 decision-makers from pharmaceutical and biotechnology laboratories, health institutions and authorities will be present. As an international platform, Pharmapack offers a unique opportunity to discover the latest developments showcased by 200 leading companies representing renowned designers, manufacturers and suppliers of materials, medical devices, packaging, services and technologies, production equipment.

The 2010 edition confirms the ongoing success of Pharmapack. A success based on its distinctive concept that combines, in an intimate setting, the exhibition hall with high level conferences focused on key challenges, trends, and innovations facing the pharmaceutical and medical packaging industry. In this respect, Pharmapack 2010 will place the emphasis on the pivotal role played by the packaging in terms of compliance, proper drug use and treatment, safety for the patients and protection of healthcare personals.

The lectures given by eminent experts will cover current topics such as packaging sustainability. Another key issue covered is the fight

against drug counterfeiting, which will be addressed during the session chaired by Pr Jean-Claude Chaumeil, Faculté de Pharmacie, Université René Descartes Paris V and Jean-Marc Bobée, Director Anticounterfeiting Strategy, Sanofi Aventis. In a very concrete approach, the speakers will introduce the latest solutions to track, trace, and protect the medicine via its packaging. The 9th edition of Pharmapack will also review the latest developments in packaging delivery systems for liquid forms, injectables, inhaled forms (nasal and pulmonary). For the first time, lecturers will deal with the challenges and opportunities linked to the packaging of veterinary products.

Height of this annual meeting of the sector, the Pharmapack Awards ceremony will unveil the most innovative packaging for products places on the French market between the 7th November 2008 and 15th November 2009.

For the first time, Pharmapack is collocated with BIOMEDevice, the first European event focused on the development of combination products. Thus, visitors will have also the opportunity to get a deep look into this extremely dynamic emerging market.

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