

PHARM Connect: Pharma and Biotech professionals of CEE getting together for further industry growth in the region

Central and Eastern Europe is a rapidly emerging market for pharmaceutical manufacturing and distribution, and at the same time countries of the region are becoming hot-spots for research with many universities, research institutes and biotechnology companies being present. On the other hand, companies in the pharmaceutical sector face challenges that are not encountered in any other, from healthcare reforms to changing regulations. It is clear that in these sectors the constant search for effective and innovative partnerships as well as continuous professional development and market-specific knowledge are more important than in any other field.

Responding to the demand of a growing industry with exceptionally specific needs, the annual **PHARM Connect Congress** has been established to facilitate the collaboration and development of the most important pharma and biotech players in the emerging and strategically important region of CEE. On **27-28 February**, the most prominent professionals and the key solution providers will gather in the five-star **Corinthia Grand Hotel Royal** in Budapest for the third time, to discuss challenges and start new collaborations at the market-leading pharmaceutical event. With its unique format that combines professional development and effective networking, PHARM Connect is supported by all major associations and governmental ministries, who agree that the congress has developed itself into a much needed platform for further industry growth in the region.

From OPEX to logistics: the most up-to-date topics

The conference programme will cover a wide range of topics from operational excellence (**Prof. Dr. Thomas Friedli** from the **University of St. Gallen** in Switzerland) and new logistics strategies (**Zoltán Kelemen**, CEE Business Development Manager of **Phoenix Pharma**) to the new EU **Pharmacovigilance** legislations (**Amer Alghabban**, Director of Global Quality Assurance & Auditing at **Merck**). **Martin Fitzgerald**, Deputy Director General of the **European Association of Pharmaceutical Full-line Wholesalers** will explain the impact of medicines verification systems on today's pharmaceutical supply chain, giving ideas on developing a cost-effective solution for medicines verification in Europe. The future of personalized medicines will be addressed by **Dr. István Peták** and **Dr. Richárd Schwab**, **Scientific and Medical Directors** of **KPS Diagnostics**, who will share their valuable ideas on how to make biosimilars and diagnostics more affordable. Other speakers include **Dr. Zsolt Szombathelyi**, the Global Research Director of **Gedeon Richter**, who will talk about keeping the R&D pipeline innovative and **Prof. Dr. Tamás L. Paál**, the Senior Adviser of **GYEMSZI** as the Chairman of the first day. The programme was put together with the help of a renowned advisory committee to make sure that all areas of pharmaceutical production and distribution – from R&D and quality to purchasing and logistics - are covered. As **Dr. Jens Scheibner**, the Executive Director of Operations Biberach at **Boehringer Ingelheim** put it: "the most important and up-to-date topics are covered, exactly the way it should be."

Effective networking is the key to success

The conference is only one part of the secret recipe that makes PHARM Connect the market-leading event in CEE. During the two days the most important solution providers will exhibit their innovative products; moreover, they will host pre-scheduled one-to-one meetings with key decision makers attending the event. This is the point where one can clearly distinguish networking and *effective* networking: face-to-face meetings that were mutually agreed on prior to the event guarantee that delegates will be in a position to discuss their own needs based on the current and future projects within their companies. Over 30 vendors will be represented covering a wide scope of solutions from automation, APIs, lab equipment to warehousing, logistics and beyond – **Aptar Pharma, Cemelog, GE Intelligent Platforms, DHL, Evonik, Festo, Fette, Phoenix Pharma, Sartorius, Menadiona, Bosch Packaging, ABB**, just to mention a few – assuring that everyone finds what they are looking for.

PHARM Connect will bring together over 500 key decision-makers of the most important pharmaceutical and biotechnology companies from at least 20 different countries of the region for two days to provide them with a platform where they can learn from their most respected peers, immerse themselves in an environment where everyone is talking about their day-to-day challenges and find solutions to them via effective meetings. The professional atmosphere will be complemented by more informal networking opportunities – like a plant excursion to the **GSK Biologicals** plant and a cocktail reception on the first evening – making PHARM Connect not only a truly beneficial event, but an enjoyable one as well.

For further information on participation and the programme please visit www.pharmconnect.eu or email the organiser at marketing@tegevents.eu.