Barcelona, hub of innovation

In the innovation of process for the higher efficiency in the pharmaceutical plants management and the processes related to life sciences.

Constant updating to the regulatory processes of the sector and establish profitable connections between professionals.

Establishing areas of networking and of exhibition will enable experts and specific technicians to deal with an environment constantly changing and full of business opportunities.

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Innovation Forum in Pharmaceutical Process

**Concept**
The forum of global Innovation of Pharmaceutical, Biopharmaceutical and Life Science Industry, for optimizing and making the production process more efficient by bringing together the latest trends and technology of a constantly evolving market.

A new worldwide meeting of reference is waiting for you...and put at your disposal:

- **Main innovations in sterile**
- **Management and optimization of the pharmaceutical plants.**
- **Biotechnology: cell cultivations, large-scale purification and regulatory framework**

**Goals**

A new participating and innovative format has been created with the aim to optimize the productive processes of the pharmaceutical industry in this moment, where "efficiency" is the key word for the sector.

- An interactive Networking Platform where sector professionals will have direct access to the avant-garde solutions in the process of drug creation.
- First hand solutions: novelties, trends and different initiatives are developing in other sectors through a process of benchmarking.

**Structure: Three main elements of the Formula**

1 **SIDE EVENTS:**
   - Exhibitor's activities and presentations.

2 **EXHIBITION:**
   - Leaders of the pharma process will be present offering solutions, innovation and clever interaction

3 **PHARMA INNOVATION FORUM:**
   - Development
   - Biopharmatec
   - Process

**Forum tracks concept**

**DEVELOPMENT**

- Innovative international vision, corresponding to the processes established to obtain the maximum efficiency getting the drugs to the market.
- Latest novelties in the field of the development from the molecule to the line of production.
- The need to reduce the time taken for a drug to go from R&D to commercialization “time to Market”.

**BIOPHARMATEC**

- International vision focused on innovative industrial processes, based on the biotechnology, that contributes differentiation and substantial advances in the improvement of life.

**PROCESS**

- International vision of latest novelties related with the industrial transversal processes, from the demand to the distribution.
- Cost and time optimization resulting in excellence of service.

**Main reasons to take part of it**

- Pharmaprocess is the first interactive platform for optimising drug processing.
- State of the art in the market, drawing the next generation drug process.
- The best business expectations with the key coordinator in the pharmaceutical process.
- Main associations (national and international) take part in it.
- Maximum profitability: communication campaign in major national and international sectorial media, web and social networks.
- Best exhibition services: Business Match, Speaker’s Corners, Speed dating and VIP buyers.
- Presence of all company leaders in the market.

**Business tools**

**Speaker’s corner**

- Presentation of new products.
- Easy access to the purchasing decision makers, prescribers and the opinion leaders with special customized agendas.

**Business match**

- Search & Find profitable contacts.
- Tool offered by Fira Barcelona to easily organize your agenda and manage your appointments before, during and after the exhibition

**Vip buyers**

- Specific target’s agendas.
- Optimising your time and arranging specific agendas, looking for the best target product and novelty in your process.

**Exhibitors sectors:**

- Technology applied to production
- Quality
- IT
- Logistical
- Biotechnology

**Visitors profile:**

- Directors of production, Operation manager, Quality controllers, Supply chain managers, Procurement Managers, Business developers.