

expopharm 2021

Back to business!



Turning
business into
experience.

Europe's biggest
trade fair for the
pharmacy market

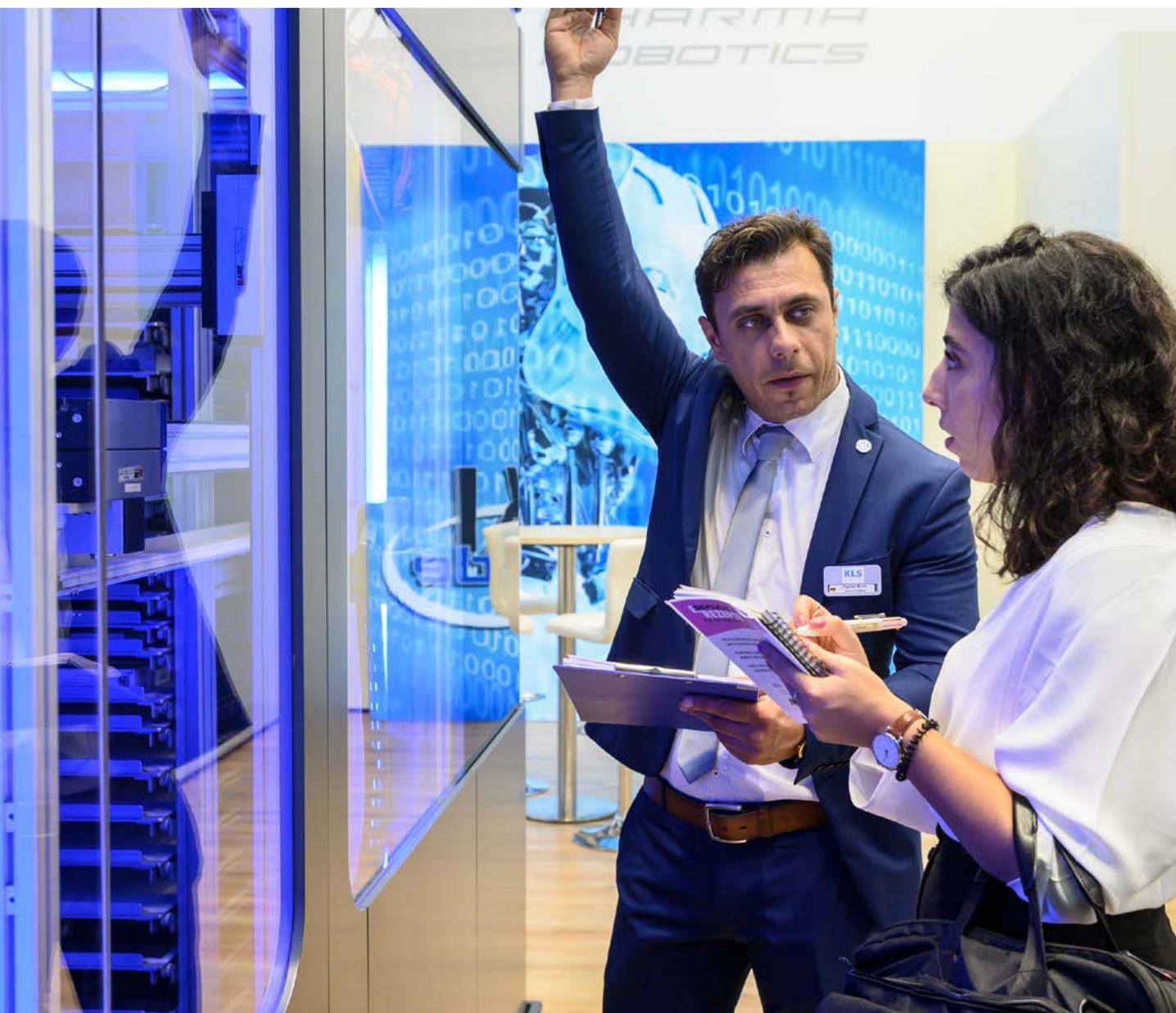


expopharm

the meeting point for the pharmacy market

expopharm is **your main industry gathering of the year for the pharmacy market**. Meet players, decision-makers and opinion leaders from the marketplace, politics, science and the press in one place over four days. This is where the future is being shaped. This is where **investment decisions** are made and **partnerships** are sealed.

The framework for the future will be set on the **German Pharmacy Day**, which is taking place at the same time. Make use of **contact opportunities with a particular target group**. At this top event, chamber and association representatives as well as all the top professionals in German pharmacies will be discussing statutory framework conditions and the job description of the future pharmacist.



Our hygiene and infection protection concept for your safety

After a challenging time in which we have all had to manage without much direct contact, talking to each other and networking are more important than ever before.

To ensure that you and your visitors feel safe and secure here, we have prepared a Hygiene and Infection Protection Concept together with Messe Düsseldorf on the basis of the current Coronavirus Protection Regulation for the State of North Rhine-Westphalia. The necessary health precautions, hygiene measures and social distancing rules for expopharm 2021 in Dusseldorf will be ensured in this way.

Let's work together to make the trade fair a great experience even during these times!

All information on this is available at www.expopharm.eu.



5 good reasons to be there

1

Network with players, decision-makers and opinion leaders from the marketplace, politics, science and the press at the pharmacy industry's event of the year.

2

Bring new inspiration to the market and offer your product solutions and services to the pharmacy specialists to meet current challenges.

3

You can also position yourself as an expert in your field with additional visibility in our exchange formats, thus giving yourself the competitive edge.

4

Benefit from media reporting throughout the year and online presence of expopharm and expand your business contacts to your target group.

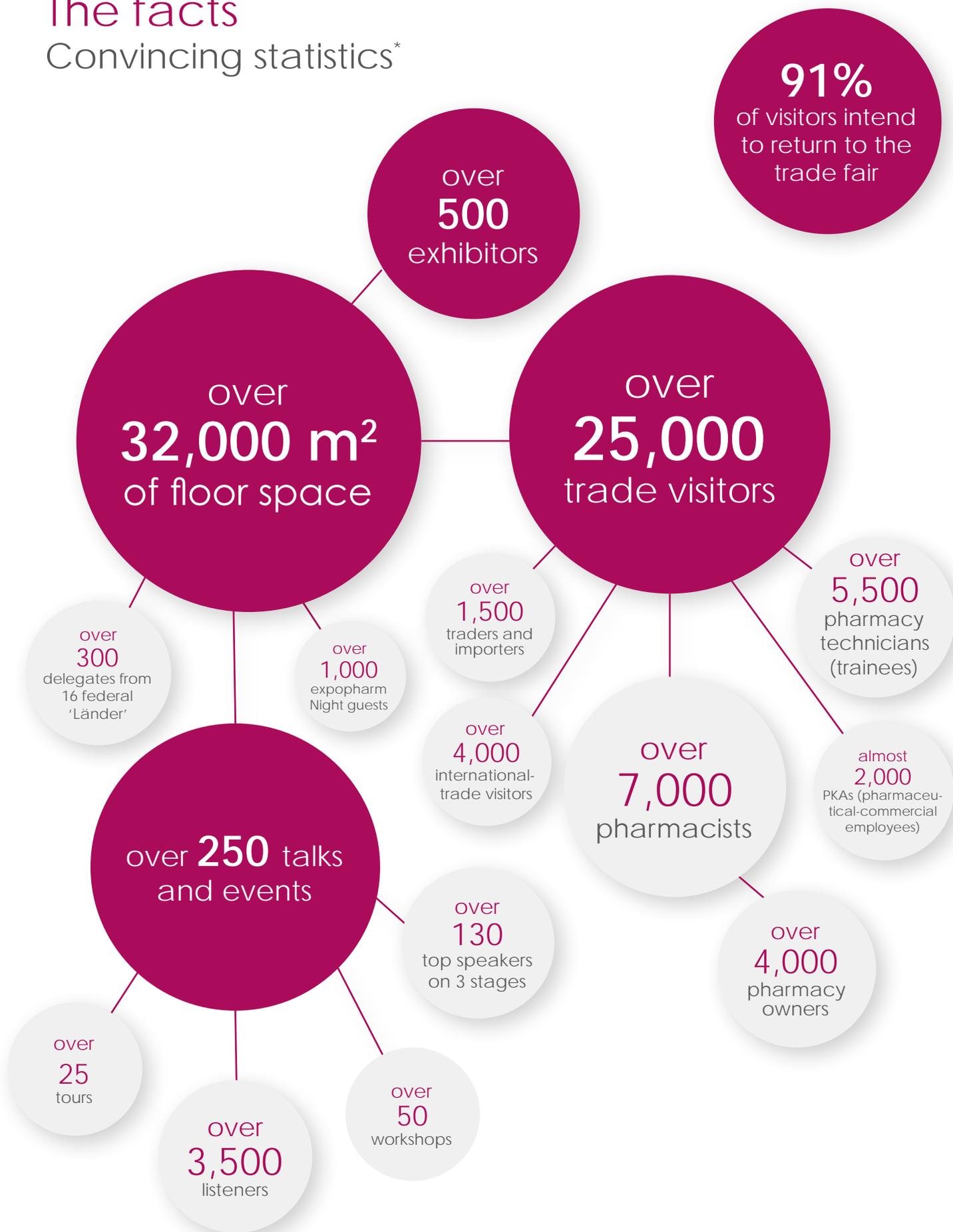
5

Utilise the wide-ranging competence of the Avoxa media group in the pharmacy market with their media, trade fairs, conventions, drug databases and digital services.



The facts

Convincing statistics*



* Average values from previous events

Exhibition highlights

Everything to do with pharmacy



Participation formats

Innovative solutions for your presentation



Trade fair with individual or complete stand

Maximum flexibility in terms of presentation

Whether you choose an individual stand or one of expopharm's ready-for-use complete stands: Having your own address at Europe's most important pharmaceutical trade fair will give your company maximum flexibility in terms of a successful presentation.

Individual or
complete stand

High design
flexibility

Face-to-face
contacts

Networking

"We are pleased that we were also part of the expopharm in 2019 with a NOWEDA stand. The trade fair provides us with an excellent opportunity to build up and foster contacts with our members, clients and market partners."

Dr. Michael P. Kuck

Chairman of the board, Noweda Apothekergenossenschaft eG

Participation formats

Innovative solutions for your presentation



pharma-world

Great results with little effort

As the pharmaceutical-scientific centrepiece of expopharm, the pharma-world attracts numerous pharmacists and pharmacy technicians interested in pharmacology. Become a part of this combination of individual product presentation and knowledge transfer. Reach your target group quickly and directly. Benefit from the high-quality programme of talks on current topics.

Core target
group reached
quickly and
directly

Scientific
transfer and
product presen-
tation

Low-threshold
customer
dialogue

Visitor allo-
cation through
programme
advisory board

“The combination of the pharma-world made up of presentation space for our brands, talks, lounge and catering space offers the ideal framework for valuable customer contacts. For example, in 2019, this enabled us to deliver over 2,000 talks.”

Martin Burkart

Vice President Medical Affairs, Dr. Willmar Schwabe GmbH & Co. KG



Newcomer Area

Funded participation for young companies with the Avoxa media group

As a start-up, utilise the cost-effective offer for presenting your innovations. Meet new customers and network with potential investors.

Requirements for your participation:

1. Your company has been established for 5 years or less,
2. employs fewer than 50 employees,
3. and achieves an annual balance sheet total or annual turnover of no more than 10 million euros.

Test market opportunities

Find business partners

Exhibit simply and cost-effectively

Automatic participation in the apostart newcomer pitch

“expopharm has given us the opportunity to present our product to market. We had talks with many interesting pharmacy technicians, pharmaceutical-commercial employees and pharmaceutical companies and were able to meet them on a level playing field. expopharm definitely offers start-ups the opportunity to get their foot in the door and to place themselves on the pharmacy market.”

Moritz Schäfer

Managing director & founder, apomap UG

Additional formats

Become part of the framework programme

Every year, expopharm continues to grow, takes a look at current topics and also provides visitors with a comprehensive range of innovative options. In addition to company and product presentations, this includes discussions and dialogue formats such as the inspirationLAB and also workshops and seminars for networking with industry experts.

Guided tours

Expert stations for specialist groups

Become a station for the expert guided tours. This will enable you to demonstrate what you have to offer, allow you to use the communication facilities before and during the trade fair and generate new customer contacts.

Wide range of topics

Peer group exchange

Targeted visitor allocation



Pharmacy Technician Forum Live

Infotainment – knowledge transfer that's fun

Support the important pharmacy technician professional group and present yourself and your products. expopharm has put together the Pharmacy Technician Forum Live specially for pharmacy technicians in order to provide a meeting point with infotainment to enable technicians to exchange experiences and feel at home.

Meeting point for pharmacy technicians

Low-threshold access

Experiential learning



apostart

New founders take off

Is your company less than 5 years old, does it have fewer than 50 employees and an annual turnover of less than 10 million euros? Then take the opportunity and present potential investors and new clients with your ideas, innovations and business models for the pharmacy market as part of the apostart newcomer pitch.

Curated
pitch com-
petition

Free pitch
coaching

Find investors



inspirationLAB

Provide topical inspiration

Meet all the market participants in the open on-site forums of the inspirationLAB. Talk about the current state of pharmacy with your target group, discuss important topics, set the course for tomorrow and make valuable contacts.

Hot topics

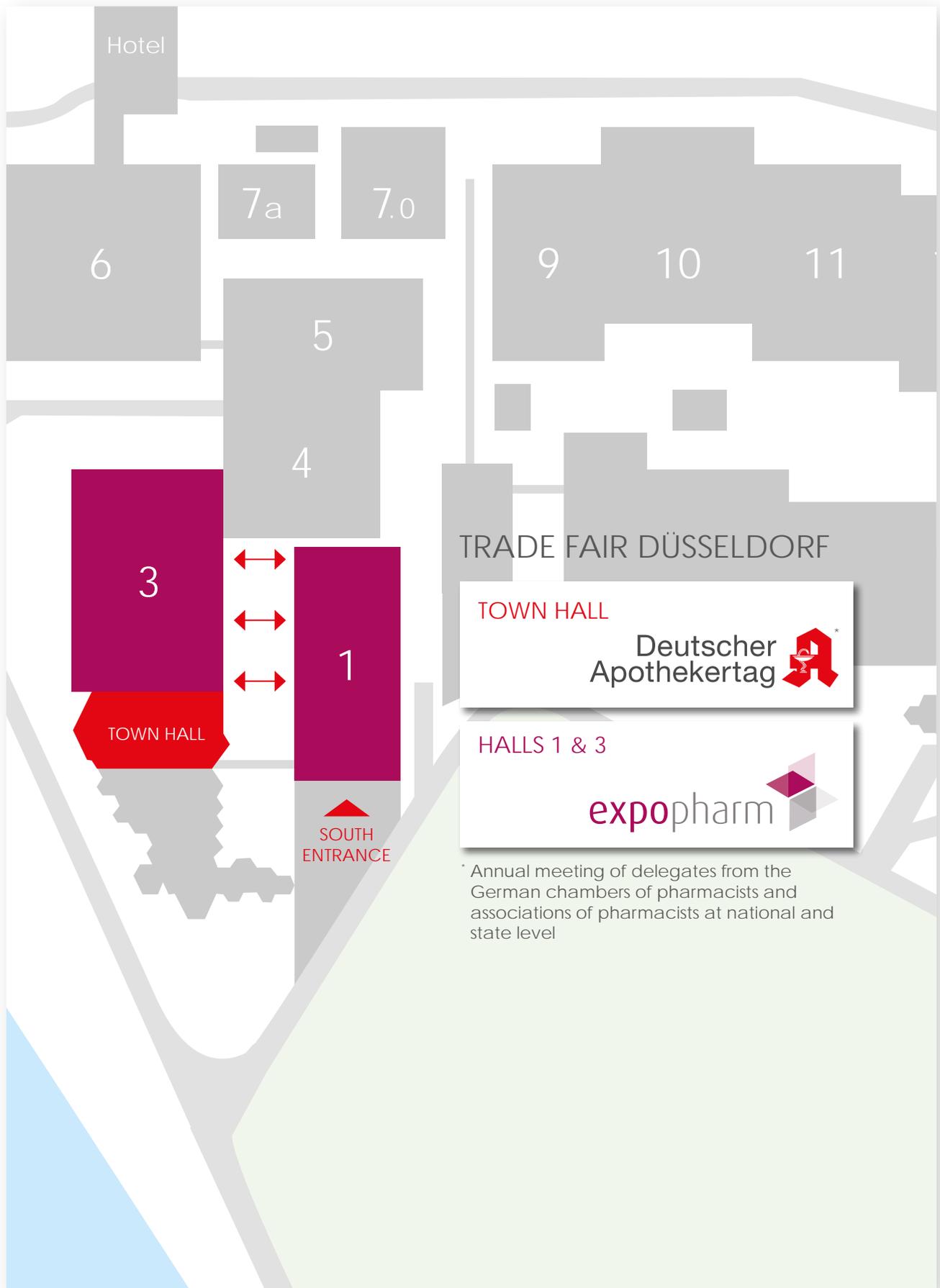
Develop
one's own
approach

Best practice
exchange



Site plan

An overview of the 2021 site



Contact

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We would be happy to provide you with an individual quotation for your 2021 exhibit at expopharm.

You can also find all the details at <https://expopharm.eu/exhibitors/>

Visit us at:     