



Munich // 14–17 September 2021

expopharm 2022

Back to business!



**Turning
business into
experience.**

Europe's biggest
trade fair for the
pharmacy market



expopharm

the meeting point for the pharmacy market

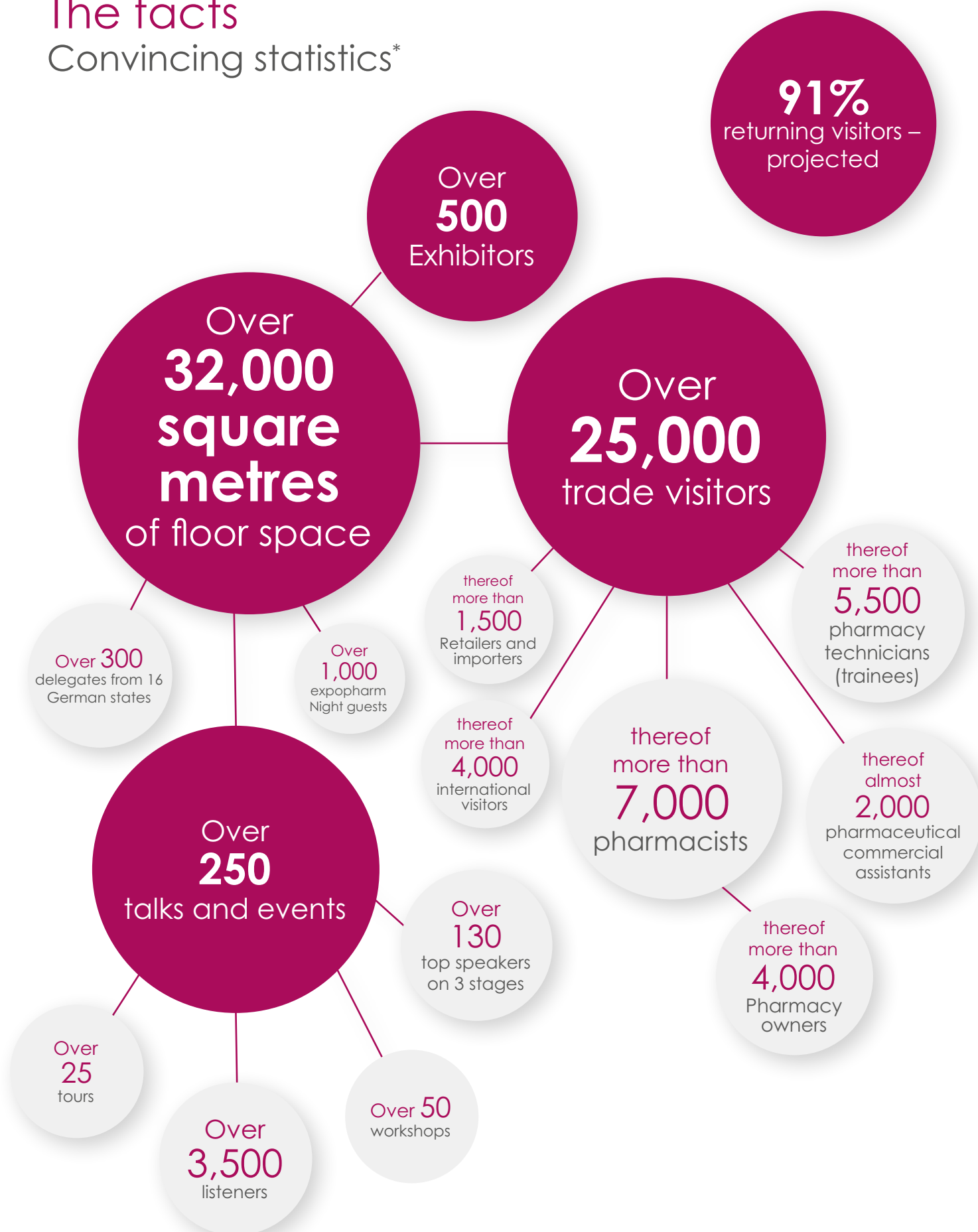
expopharm is **your main industry gathering of the year for the pharmacy market**. Meet players, decision-makers and opinion leaders from the marketplace, politics, science and the press in one place over four days. This is where the future is being shaped. This is where **investment decisions** are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



The facts

Convincing statistics*



* Average values from previous events

5 good reasons to be there

1

Network with your target group – with stakeholders, decision-makers and opinion leaders from the marketplace, politics, science and the press at the ultimate pharmacy industry 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.



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 level of
design flexibility

Face-to-face
contacts

Networking

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
presentation

Low-threshold
customer
dialogue

Visitor allo-
cation through
programme
advisory board

Participation formats

Innovative solutions for your presentation



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

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 compe-
tition

Present
innovations

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



APOlesson

Create informative live workshops

Contribute your know-how as an expert in interactive workshops and ensure the transfer of information between partners of the pharmacy market and the participants of APOlesson.

Highly
exclusive
format

Direct
exchange
with partici-
pants

Strong aware-
ness for the
selected topic



Site plan

An overview of the 2022 site



Contact

Advice about your exhibit

United Kingdom, Ireland

OTSA Ltd.

Mrs. Marleen Meyer
Telephone +44 20 7886 3121
Telefax +44 20 7886 3101
marleen.meyer@otsa.net



Italy, San Marino

EQUOS

Mr. Guillaume Lebobbe
Mobile +39 347 0592267
g.lebobbe@equosconsulting.com



Scandinavia (Denmark, Finland, Iceland, Norway, Sweden), Baltic states (Estonia, Latvia, Lithuania)

DanCare Sales ApS

Mr. Carsten N. Holm
Telephone +45 47 940160
cnh@dancare.com



France, Belgium, Luxembourg, Netherlands

AND – Allgemeine Netzwerk Dienste

Mrs. Ursula Heising
Telephone + 49 2235 987791
Mobile + 49 175 25 68 155
ursula.heising@and-services.de



Bulgaria, Macedonia, Montenegro, Romania, Serbia

Via Bulgaria GmbH

Mr. Ralf Petrov
Telephone +359 888 598660
Telefax +359 2 9581193
rpetrov@viabulgaria.com



For all other countries

Mr. Kai Opitz

k.opitz@avoxa.de
Telephone +49 6196 928-590



Mrs. Franziska Zschoch

f.zschoch@avoxa.de
Telephone +49 6196 928-821

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 www.expopharm.eu/exhibitors

Visit us at:     