



Avoxa – Mediengruppe
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expopharm 2021 cancellation: A persistently uncertain planning situation and unforeseeable implementation risks mean that the expopharm 2021 trade fair in Düsseldorf cannot be realised

Eschborn (20 May 2021) – After close consultation with ABDA (Federal Union of German Associations of Pharmacists) as well as its partners, Avoxa – Mediengruppe Deutscher Apotheker has decided to cancel expopharm 2021. Despite massive efforts since October 2020, the current situation makes planning for Europe's largest pharmaceutical trade fair nearly impossible.

'Unfortunately, there are still no reliable official guidelines that would make large events like the expopharm trade fair with 30,000 national and international visitors feasible in autumn', says Metin Ergül, CEO of Avoxa Mediengruppe. 'We take our partners' concerns very seriously', explains Ergül, 'especially with regard to the desire for early planning certainty. So far, projections regarding re-opening have been changing rather quickly and potential restrictive conditions are completely unpredictable. That's why we have no other choice.' Right now, trade fairs are still prohibited in all federal states. 'After feeling optimistic at the beginning of the year, doubts and concerns grew among many of our exhibitors and visitors in the last few weeks as to whether the necessary preparations for a successful trade fair can be carried out with justifiable cost risks', Ergül continues. The slow progress in controlling the pandemic makes safe planning impossible. However, many national and international exhibitors have to make decisions right now that may irrevocably involve expenses for participation in the fair.

'We'd like to thank our exhibitors and market partners who've supported us in recent months and encouraged us to continue making risk-adapted preparations for the trade fair. 'The decision to cancel is very difficult for us. However, our partners feel that the current precarious condition unfortunately prevents safe and successful planning for this year's expopharm trade fair', says Madlen Bürgel, Division Manager of Avoxa Trade Fairs and Congresses.

'To facilitate the exchange of knowledge and information between pharmacies and their market partners, we'll provide innovative ideas and suggestions for the advancement of the pharmacy market through selected topics during the digital expopharm Impuls event from 12 to 16 September', Bürgel elaborates.

expopharm will return in 2022 and take place as usual in Munich from 14 to 17 September. Exhibitors can start registering for it in July 2021.



Furthermore, Avoxa Mediengruppe will continue to support knowledge transfer in the Page 2 pharmacy market with high-calibre training formats. Two free events are planned in June: pharmacon@home from 30 May to 4 June and 'PZ inquiry: e-prescriptions in everyday pharmacy life' am 15. Juni.

Background

Last year, the expopharm trade fair already had to be cancelled due to the pandemic. Nevertheless, in order to advance the pharmacy market, the organiser Avoxa Mediengruppe developed the digital format *expopharm Impuls*.