

All Signs Point to Pharma EXPO's Successful Debut

PMMI, The Association for Packaging and Processing Technologies, reports a groundswell of positive response to Pharma EXPO 2014, which debuts in Chicago, co-located with PACK EXPO International 2014. Pharma EXPO is a joint venture between PMMI, owner and producer of PACK EXPO International and the International Society for Pharmaceutical Engineering (ISPE).



“Pharma EXPO is clearly answering an industry need,” says Jim Pittas, vice president, trade shows, PMMI. “The combined strength of PACK EXPO shows and ISPE will be a huge benefit to attendees as well as solutions providers.”

The joint event will take over Chicago's McCormick Place convention center Nov. 2-5, 2014. Pharma EXPO will be located in the West Building, and PACK EXPO International will occupy Lakeside and the North and South halls. With more than 2,000 exhibitors in 1.1 million net square feet, PMMI and ISPE expect to draw some 50,000 attendees (including 5,000 international visitors from 130 countries).

Learning from Other Markets

The vision for Pharma EXPO is to make it the world's leading event for the pharmaceutical and medical device industries. ISPE will present a conference program during the show and attendees will be able to coningle between Pharma EXPO and PACK EXPO International 2014.

“The show will offer the attendees what they want most — exposure to the latest technologies, the opportunity to attend a full range of education sessions, and a unique opportunity to be inspired by ideas and technologies developed for other industries. I might add, that inspiration is a two-way street,” says ISPE President and CEO Nancy Berg. “Many PACK EXPO attendees are working toward compliance with the Food Safety Modernization Act, and they can learn a lot from the

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pharmaceutical realm – especially technologies such as hygienic design and track-and-trace.”

PMMI's Pittas agrees. “PACK EXPO attendees really benefit from the cross-pollination of innovations they see at our shows, and Pharma EXPO will amplify that effect,” says Pittas.



Filling a Need

Historically, upwards of 18 percent of end-users who attend PACK EXPO have identified themselves as pharmaceutical and medical device manufacturers, while one-third of all the exhibitors at PACK EXPO are suppliers to the pharmaceutical industry. By itself, Pharma EXPO is expected to draw over 10,000 attendees and 300 exhibiting companies, and cover more than 200,000 square feet of exhibit space. Among exhibiting companies is Marchesini Group USA, a long-time PACK EXPO exhibitor who will be exhibiting in Pharma EXPO next fall.

“It’s important for us to be here, showcasing our new equipment,” said Marchesini Executive Vice President Roger Toll during last month’s PACK EXPO Las Vegas. “The show is growing and we’ll be at Pharma EXPO next year.”

“We have already sold more than 50,000 net square feet of exhibit space,” Pittas says. “Considering that was our initial projection for the show, and it’s still over a year away, it’s clear we’re well on the way to exceeding our goals. The co-location of Pharma EXPO and PACK EXPO will benefit packaging and processing across the line.”

Learn more about PMMI and the PACK EXPO trade shows at PMMI.org [1] and Packexpo.com [2].

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