

# Post Show Report 2023

CPHI Barcelona united the global pharma supply chain for three days of powerful networking, collaboration, and innovation. It was our most successful event to date and the numbers reached were record breaking. Take a look at our post-show report for a snapshot of the companies, the countries and the pharma professionals CPHI connects at the heart of pharma.



**53,935** **17.80%** increase compared to last year  
attendees



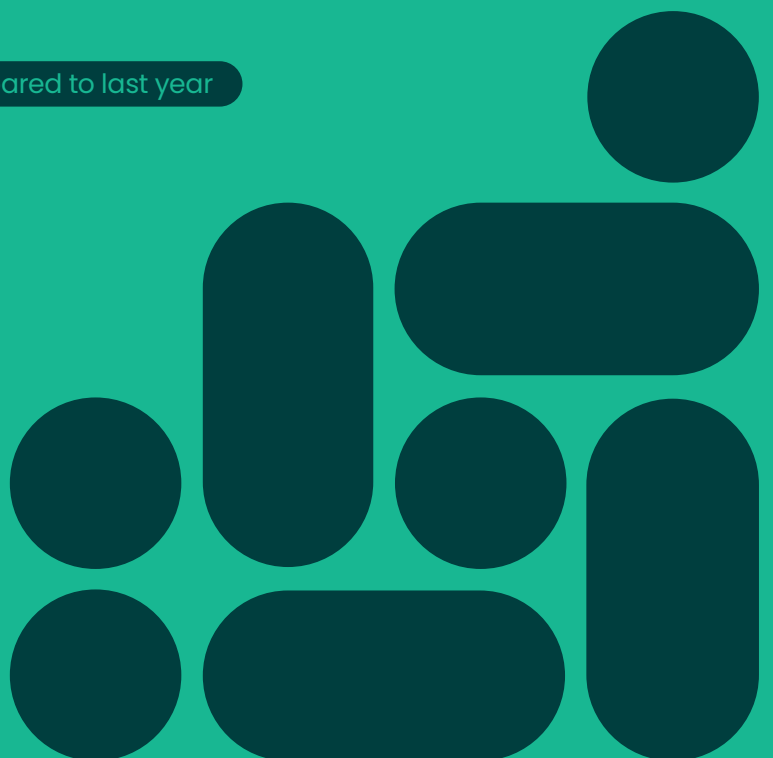
**2,400** **29.70%** increase compared to last year  
exhibitors

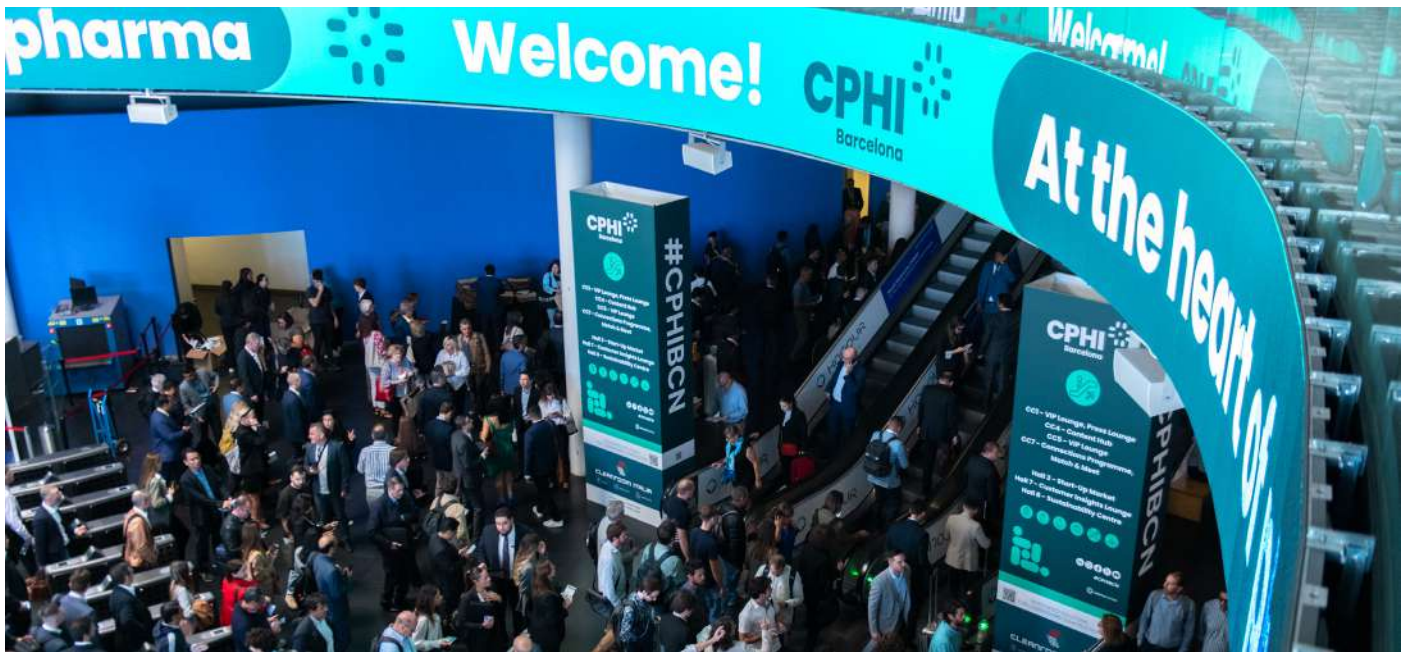
## Contact

Marite Verdenfelde  
E [marite.verdenfelde@informa.com](mailto:marite.verdenfelde@informa.com)  
T +31 202 455 362

Join us in 2024:

[www.cphi.com/europe](http://www.cphi.com/europe)





# CPHI Barcelona 2023: Setting New Attendance Records

CPHI Barcelona exceeded expectations, achieving record attendance numbers and creating an electrifying buzz on the show floor. The event featured an array of onsite experiential activities and games, making it a resounding success. We are proud to showcase the highlights of the 3-day show in our recap, providing a glimpse into the vibrant atmosphere at the heart of pharma.

## Attendance Overview:

Total attendance (Exhibit + attendees)	53,935
Visitor attendance (attendee)	26,110
Exhibiting companies	2,400

Take a look  
at the event  
highlights:



## CPHI Barcelona Digital Footprint:



**41,088**  
Facebook  
Followers



**30,358**  
LinkedIn  
Followers



**12,102**  
Twitter  
Followers



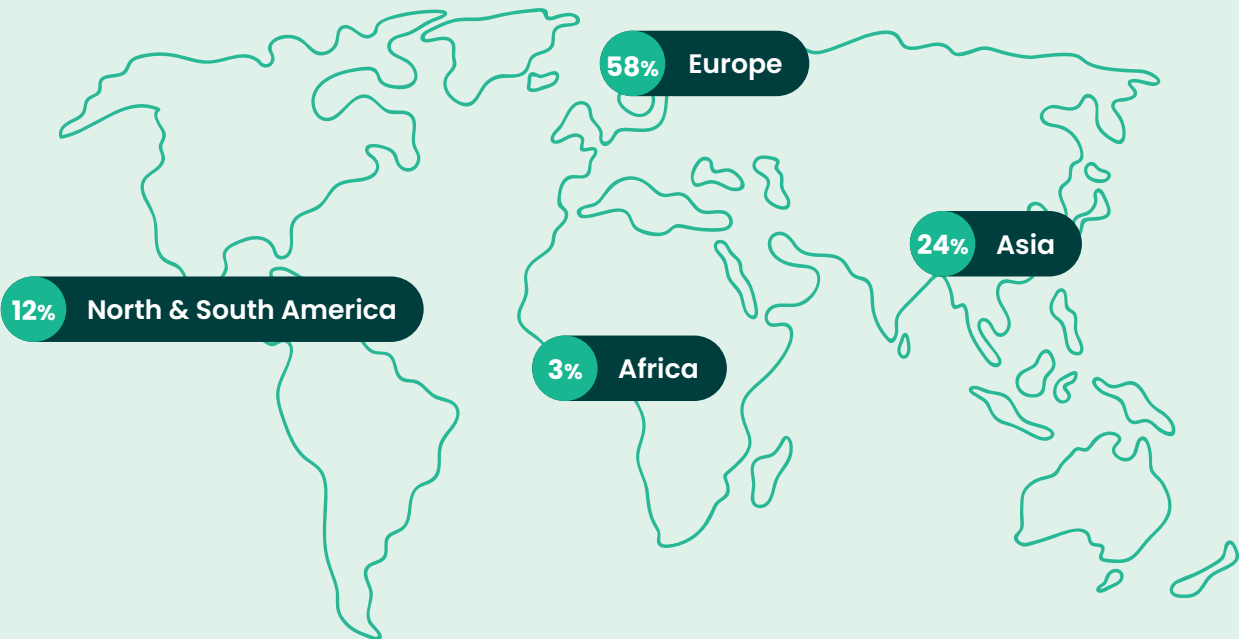
**7,139**  
Instagram  
Followers



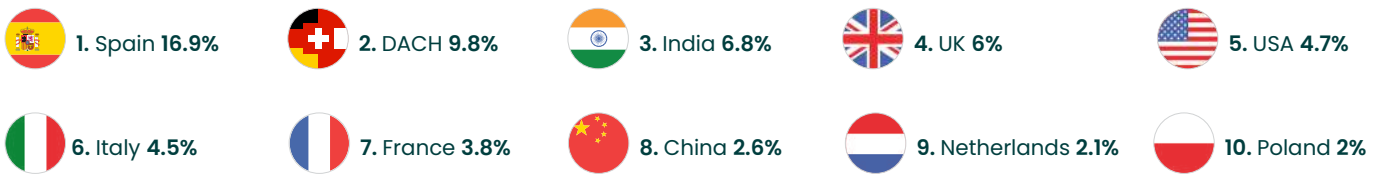
**4,496**  
YouTube  
Followers

# CPHI Barcelona Attendee Profile

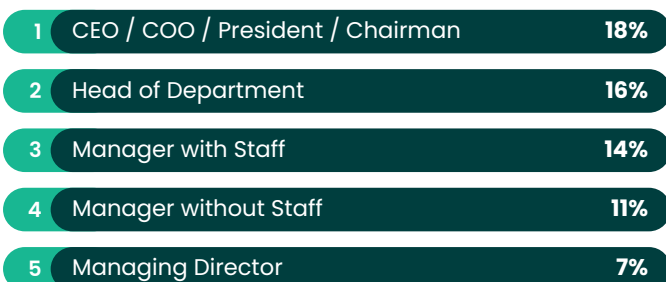
Attendance per continent



## Representatives from 166 countries. Top 10 countries:



## Attendee Profile

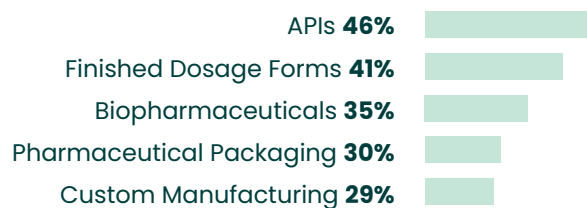


## Attendee Departments

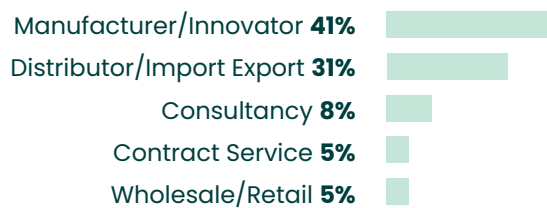




## Areas of Interest



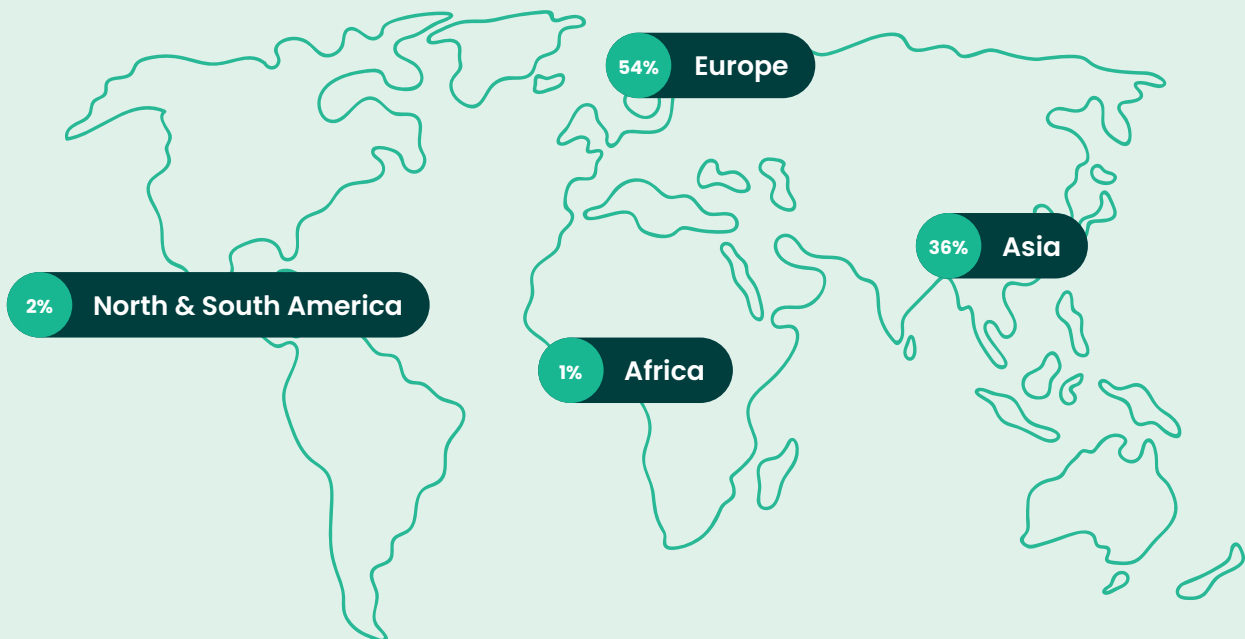
## Attendee Organizations



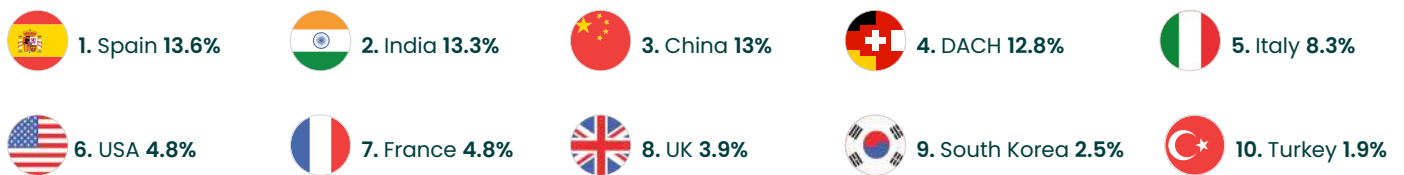
His Majesty's Trade Commissioner for Europe, Chris Barton GMG, attended the UK Pavilion at CPHI Barcelona.

# CPHI Barcelona Exhibitor Profile

Attendance per continent



## Exhibitor country representatives. Top 10 countries:



## Exhibitor Departments



## Exhibitor Organizations



# Conference Program

Did you miss some of our amazing content sessions?  
You can play them back in your own time on CPHI Online.

[Watch our on-demand sessions ▶](#)

## Content Sessions



**51**

Sessions



**57**

Speakers

**2,650**

Total attendees (54% increase)

## Product Innovations



**19**

Sessions



**25**

Speakers

**672**

Total attendees

## Key Speakers



**Sheila Ann Mikhail**  
Co-Founder and Former CEO  
Asklepios BioPharmaceutical, Inc



**Ferenc Marofka**  
Policy Officer – Health – Medicines  
European Commission



**Magnus Blomberg**  
Global Supply Network Strategy  
Director AstraZeneca



**Siresha Yadlapalli**  
CEO  
Pharmatech Associates



**Markus Sieger**  
CEO, Supply Sustainability, Polpharma  
Vice President, Medicines for Europe



**Giulia Usai**  
Senior Director Procurement  
Sustainability GSK



**Shilpi Ghosh**  
CDMO Site Management  
Chapter Lead Roche



**Alok Tayi**  
Founder  
Vibe Bio



**Frances Zipp**  
President and CEO  
Lachman Consultant Services

“It was great to collaborate with CPHI for the session and it was well received and very well organized.”

Vinay Saluja, Global Head Development Services at Novartis



# CPHI Barcelona Experiences

This year, our commitment to providing CPHI customers with an exceptional experience reached new heights. We saw exhibitors and attendees enjoy fun performances, entertaining games and impactful initiatives for an extraordinary show.



## Watch the recap of the Awards Ceremony:

Take a look at the event highlights:



# Reflecting back on the Event Planner and Award show excellence

## The Event Planner

The Event Planner is your essential event companion. Be sure to download it before your next CPHI experience to access the exhibitor and visitor list weeks before the show, find out all the latest details and contact the companies you want to meet with.

The Event Planner stores your appointments, your event badge, the show floor plan and the content agenda all in one digital space. Additional function: Scan other badges and save promising new contacts directly in your app.

8,570+

Confirmed meetings

67,700+

Contacts made

504,700+

Total messages exchanged



## CPHI Awards 2024

2023 marked the 20th anniversary of the CPHI Pharma Awards, two decades of celebrating innovation, entrepreneurship, and excellence in pharma. This year we had an incredible 80 companies nominated, across 12 exciting categories. We introduced two new categories: At the Heart of Pharma, recognising the companies, individuals and initiatives which nurture philanthropic, ethical and community-based ventures, and Start-Up Innovation, celebrating those committed to driving innovation, growth or sustainable development in pharma.

Explore the winners of the Pharma Awards on our website.

[Learn more](#)



# Sustainability as a Key Priority

## The Sustainability Centre

CPHI Barcelona's Sustainability Center was a clear example of what can be achieved by following the Better Stands program as well as being a meeting place for sustainability conversations. The stand itself was produced along the programme's guidelines. CPHI collaborated with a contractor familiar with the selection of reusable building materials, and with a clear plan for the next use of the stand after the show.

## At the Sustainability Centre we were also able to share how CPHI is becoming a more sustainable event, with a focus on:

1. Greater waste reduction
2. Renewable electricity
3. Dedicated sustainability content tracks
4. Creating space for active discussion



\* This image showcases a sustainable exhibitor stand, exemplifying the principles of the Better Stands Programme.



# The Start-Up Hub: Connecting concepts with mentors and sponsors

## The Start-Up Market

CPHI Barcelona was a hive of innovation with 40 dynamic Start-Ups onsite to showcase their talents at our first ever Start-Up Market. These young innovative companies, each with a team of 3 to 40 dedicated employees, brought a fresh energy to the event. Throughout the show, 25 engaging pitch sessions drew crowds, with engaged audiences. Visitors from 13 countries, including Japan, Brazil, the United States, and various parts of Europe, came together to support and celebrate global innovation.

## Nurturing Start-Up initiatives

At CPHI Barcelona, we recognized the invaluable contributions of Start-Ups. To foster meaningful connections, we kicked off the event with a vibrant Start-Up Networking Breakfast on Day 1. The breakfast was a great opportunity to:

- Network
- Share ideas
- Forge bonds

## Start-Up Market roundtable

We also scheduled an Investor Roundtable led by Mark Robbins, Pharma-Services Senior Advisor, which shone a spotlight on Catalonia's innovation prowess and led to an elevated discourse around innovation and its impact on the industry.



In total, being a part of the Start-Up Market was a great success for us, especially from the perspective of generating leads and prospects which was beyond our expectations, and this segment is so tangible. On the other side it was a brilliant opportunity to share business as usual with our Start-Up peers. We already hope and look forward to meeting again at one of the following events. **Sarmenta**



# Exclusive Entry Into The Global Pharma Market

Pharma's largest event  
is making an exciting  
return to Milan on  
8-10 October 2024.

[Book Your Stand Today](#)




At the heart of Pharma

# CPHI Global Events


CPHI has a packed calendar of events across the globe, uniting the best minds in pharma for face-to-face connections. Whatever your sector or region, we are your gateway to the heart of Pharma!

## Upcoming shows:



**Pharmapack**  
24-25 January 2024  
Paris, France

Register now:



**CPHI North America**  
7-9 May 2024  
Philadelphia, USA

Register now:



**CPHI Japan**  
17-19 April 2024  
Tokyo, Japan

Register now:



**CPHI & PMEC China**  
19-21 June 2024  
Shanghai, China

Register now:



**CPHI South East Asia**  
10-12 July 2024  
Bangkok, Thailand

Register now:



**CPHI Korea**  
27-29 August 2024  
Seoul, Korea

Register now:



**Pharmaconex**  
8-10 September 2024  
Cairo, Egypt

Register now:



**CPHI Milan**  
8-10 October 2024  
Milan, Italy

Register now:

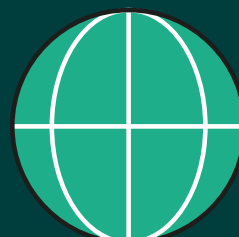


New Event!



**CPHI Middle East**  
10-12 December 2024  
Riyadh, Saudi Arabia

Register now:



## Thank you to our sponsors & partners



## Sustainability partners



## Thank you to our loyal exhibitors

