

Celebrating Innovation at CPHI Milan

# Entry Guide

**ENTRY DEADLINE**  
18 May 2024



**PART OF >**

# The home of pharma innovation

For more than 20 years, the CPHI Pharma Awards have celebrated innovators making a difference – individuals, teams and companies who are breaking new ground and driving the industry forward.

You've done the hard work, now all you have to do is convince the judges!

## Awards Timeline:

**19 February 2024**  
Entries open

**18 May 2024**  
Entry deadline

**September 2024**  
Shortlist announced!

**8 October 2024**  
Winners announced live in a ceremony at CPHI Milan







# 5 Reasons why you should enter

1

## Recognise your team's hard work

A happy team is a successful team and what better way to celebrate your staff than to recognise them publicly for all their hard work? Showing your team you appreciate them is a great way to build morale and even attract new talent.

2

## Celebrate in style

All shortlisted finalists are invited to the CPHI Celebration, Awards & Networking Party on the first night of CPHI Milan. Toast your team, network with your peers and celebrate being back at the world's leading pharma event.

3

## Make an impression

Nothing says 'success' quite like an independent award judged by industry experts. As one of the most prestigious in the industry, being recognised with a CPHI Pharma Award gives you visibility, brand integrity and industry-wide recognition.

4

## Gain exposure

With a whole host of media partners, the Awards receive a great deal of coverage in industry-related press. As a winner you'll gain exposure not only through our media partners, but also through a variety of CPHI channels.

5

## Gain the CPHI stamp of approval

Impress your clients. Award winners have the exclusive right to use the CPHI Pharma Awards winner logo.



# Writing a winning entry – a 3 step guide

1

## Choose the right category

It may sound simple, but when you start creating your submission, please ensure that you opt for the correct category. Once you've selected the correct category, carefully read the criteria distinguishing how your product or service meets each. Give yourself ample time to analyse your work and try to involve specialists who have worked on the project directly as they will have the best idea of its objectives, how it progressed and exactly what made it such a success.

*Please note, Informa Markets reserves the right to move your entry to a different category to that which you applied, should they deem it to be a better fit.*

2

## Try to tell a story

To create an award winning entry, we recommend trying to tell a story with your submission to really captivate the judges. Consider key points such as:

- What is the aim of your product/service/technology?
- What problem does it solve?
- Why is this so important?
- Which struggles did you come across along the way?
- Why has it been such a success, how has this been measured? What data do you have to support this?
- What overall impact has your product/service/tech had?
- How is your solution an improvement or addition to that which are currently on the market?

3

## Substantiate your claims with supporting evidence

While our judges love to hear about what you've achieved, what our panel are really looking are results-orientated submissions, proof of claims and use-cases.

### SUPPORTING EVIDENCE:

**Rather than stating for example 'we received positive feedback' please provide evidence – it will really strengthen your entry. Supporting evidence could include:**

1. Market data to show commercial success
2. Product information and images
3. Details of deals done, synergies delivered, and integration goals achieved
4. Documentation, such as press releases, evidence of clinical trial success, clinical study reports
5. Case studies and testimonials from customers
6. Details of other Awards won, nominations or accolades





# Entry guidelines

- All entries must be written in English - please adhere to any word limits specified, keeping your answers as specific as possible and to the point.
- It is FREE to enter the CPHI Pharma Awards and you can submit entries for more than one category.
- All entries must be submitted via our online entry system.
- All entries must be based on activities undertaken between 30 June 2023 and August 2024, unless otherwise specified in the criteria.
- Answer each question under a separate heading, as specified in the category criteria.
- Plan ahead to ensure your entry arrives in plenty of time so that, should it be incomplete, there will still be time to correct and re-submit it before the closing date.
- All entries will be treated as confidential, but we reserve the right to publish your 'media description' externally if required. Please ensure you are happy for anything included in this description to be in the public domain.
- All companies shortlisted as finalists will be notified directly by us by September.
- Informa (the organiser of the CPHI Pharma awards) or the judging panel reserve the right to move an entry into a different category if they feel it is better suited.

Entry deadline is **18 May 2024**

## Entering more than one category

Companies may enter more than one category, provided that each entry has been specifically written to address the relevant criteria.



# How to enter

The CPHI Pharma Awards are open to Pharmaceutical and Biopharmaceutical companies, engaged in the design, development, manufacture, production and distribution of large and small molecule drug products, technologies and services. The Pharma Awards are open to both exhibitors and non-exhibitors of CPHI Barcelona.

**It is FREE to enter the awards.**

1. Choose which category, or categories you wish to apply for – you may submit more than one entry.
2. Complete the online entry form answering all questions, explaining why you or your company should be considered a winner this year. Please refer to the category criteria to guide your entry.
3. Upload supporting evidence, images and your company logo via the entry form. Incomplete submissions will be disregarded.
4. Submit your entry by **18 May 2024**

Entry deadline is **18 May 2024**

**For entry and general  
CPHI Pharma Awards enquiries  
please contact:**

Tara Dougal at [tara.dougal@informa.com](mailto:tara.dougal@informa.com)

**ENTER NOW**





# 2024 Categories

1. Accelerating Innovation
2. API Development & Innovation
3. Finished Formulation
4. Manufacturing Excellence
5. Drug Delivery & Device Innovation
6. Packaging & Machinery
7. Supply Chain Excellence
8. Sustainability
9. Regulatory and Compliance
10. CEO of the Year
11. Start-Up Initiative
12. At the Heart of Pharma
13. **NEW!** Woman of the Year
14. **NEW!** Future Leader



## Accelerating Innovation

Recognising innovation in technologies, products, processes, and services to combat the impact of global healthcare emergencies on individuals, patients, healthcare professionals and communities. Including but not limited to drug or device development, rapid response, medical equipment and the introduction of services, solutions and resources to combat the impact of past and potential healthcare emergencies.

### CRITERIA:

#### Innovation

- How does the entry demonstrate innovation and resourcefulness in response to healthcare emergencies? Will it inspire future development?

#### Purpose and Outcomes

- Does the entry achieve its purpose? Does it offer benefits to the audience it was designed for?

#### Problem-solving

- Does the entry demonstrate a unique approach to solving a particular challenge?

#### Competitive Advantage

- How does the entry demonstrate going above and beyond or a collaborative approach in a time of crisis?



## API Development & Innovation

Innovation in technologies, products, processes, and services for the development and manufacture of active pharmaceutical ingredients including, but not limited to, synthesis, characterization, scale-up, software and database development, bulk manufacturing.

### CRITERIA:

#### Innovation

- Does the entry introduce a new idea, method or process to the market? Will it inspire broader applications?

#### Purpose

- Does the entry achieve its purpose? Does it offer clear benefits or improvements over existing solutions?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?





## Finished Formulation

Innovation in technologies, products, processes, and services related to the formulation of drug products including, but not limited to, excipients, finished dose, OTC, novel software and digitilisation, process development, resolving formulation challenges, bioavailability enhancement, drug targeting or controlled release and stabilization technologies.

*Please note: to be eligible for this category, the activity must have taken place between Jan 2023 – August 2024.*

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, method, or novelty to the market?

#### Purpose

- Does it achieve its purpose? Does it offer clear benefits or improvements over existing solutions?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?



## Manufacturing Excellence

Innovation in technologies, processes, and services for the manufacture of solid, semi-solid, parenteral, inhalation, or other dosage drugs including, but not limited to, equipment, approaches, digitilisation, manufacturing processes, facilities, tech transfer and process controls. We welcome entries across both small and large molecule manufacturing.

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, process, method, or novelty to the market? Will it inspire future development?

#### Features

- Does the entry have unique qualities, abilities, or significantly improved attributes?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?

## Drug Delivery & Device Innovation

Innovation in technologies, products, solutions, processes, and services related to drug delivery, routes of administration and device innovation. Including, but not limited to, inhalers, auto-injectors, pre-filled syringes, patches, combination products, intelligent packaging and connected devices.

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, device, method or novelty to the market? Will it inspire future development?

#### Features & Purpose

- Does the entry have unique qualities, abilities, or improved attributes? Does it offer a significant improvement on existing market solutions?

#### Patient Centricity

- Does the entry offer tangible improvements to patient adherence and experience?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?



## Packaging & Machinery

Innovation in technologies, products, processes, equipment and services for primary, secondary and tertiary packaging solutions and the packaging and assembly of finished drug products. Including but not limited to, vials, ampules, blister packs, cartons, containers, tamper-proof packaging, labelling systems, track and trace, machinery, anticounterfeiting measures and solutions which prioritise patient centricity and adherence.

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, device, method, or service to the market? Will it inspire future development?

#### Purpose

- Does it achieve what it was intended to achieve? Does it offer a significant improvement on existing market solutions?

#### Sustainability

- Has the entry been created with sustainability in mind? Does it seek to reduce carbon emissions or environmental impact?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?





## Supply Chain Excellence

Innovation in technologies, products, processes, and services for ensuring the safe handling, security and tracking of drug substances, raw materials, and finished drug products. Including, but not limited to, supply chain optimisation, audits, temperature-controlled logistics, transport services, shipping and storage, anticounterfeiting, inventory management, demand forecasting and distribution channels.

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, device, method, or service to the market? Will it inspire future development?

#### Purpose

- Does it achieve what it was intended to achieve? Does it offer a significant improvement on existing market solutions?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?



## Sustainability

Recognition of sustainable manufacturing, production or development in the pharmaceutical industry. Including but not limited to, innovative approaches to reducing environmental impact, waste and carbon emissions, energy or utility saving solutions, sustainable and collaborative product development, plastic reduction, improved recyclability or lifecycle management, implementation of circular economy initiatives, innovative use of materials, safeguarding of workers, and programmes or initiatives which seek to improve diversity and inclusion.

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, material, device, method, or service to the market? Will it inspire future development?

#### Purpose

- Does it achieve what it was intended to achieve? Does it offer a proven improvement on existing market solutions?

#### Environmental Impact

- Does the entry offer a demonstrable improvement in reducing carbon emissions, materials or waste? Does it promote circularity?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?



## Regulatory and Compliance

Innovation in technologies, products, processes, and services designed to aid and ensure compliance with standards, mandates, and guidance documents established by regulatory authorities. Including, but not limited to, consulting services, development of consortia and industry groups, reference standards, educational programs, case studies, technologies, platforms and equipment.

### CRITERIA

#### Innovation

- Does the entry introduce a new idea, method, or service to the market? Will it inspire future development?

#### Process Excellence

- Does the entry offer an improved process, leading to better outcomes and results?

#### Problem-solving

- Does it solve a problem? Does it address an issue in an effective way?

#### Competitive Advantage

- Does it offer a competitive advantage in the market and within its category?



## CEO of the Year

An award to recognise the best of pharma leadership, we invite C-Suite Executives of SME, Large Pharma/Biopharma or service providers to apply. The Jury are looking for examples of exceptional leadership, which may include: financial performance, product performance, global reach, leadership skills, management capability, charitable initiatives, sustainability, regulatory compliance, profitability, vision, marketing, acquisitions, corporate strategy, and financing.

### CRITERIA

#### Dynamism

- Is the nominee an exemplary leader with a strong desire to achieve – are they compelling and progressive? How have they demonstrated exceptional leadership?

#### Achievements

- Has the CEO achieved or accomplished sustained growth, improved performance, implemented robust strategies, engaged staff and customers in their current role or throughout the course of their career?

#### Leadership

- Has the CEO demonstrated consistent personal strengths and attributes that makes them an extraordinary leader?

#### Contribution to the Wider Industry

- Is the CEO committed to the development of the broader pharma industry – this could involve donating goods, funding, time, market insights business intelligence, or contributing to educational programmes.





## Start-Up Initiative

A new category for 2023, the Start-Up Initiative award seeks to recognise Start-Ups and SMEs driving value and innovation across the pharma value chain. We are looking for entries which demonstrate a clear promise of innovation, growth or sustainable development in pharma.

*We understand that Start-Ups are often at different stages of development, and accept entries across proof of concept, prototype or commercialised stage.*

*Entries are reserved exclusively for organisations participating in the CPHI Start-Up Market. If you are a Start-Up who would like to take part, please [visit here](#) for more information.*

### CRITERIA:

#### Innovation:

- Does the entry introduce a new idea, device, method or service to the market? Does it drive or facilitate efficiencies?

#### Industry disruptor:

- Does this product have the potential to disrupt the industry or become the future benchmark for innovation and change?

#### Sustainability:

- Is this product created with sustainability in mind? Does it aim to reduce carbon emissions, waste or environmental impact?

#### Patient centricity:

- Does the product or solution offer a significant improvement or development for patients and end users?



## At the Heart of Pharma

This award looks to recognise companies, individuals and initiatives which nurture philanthropic, ethical and community-based ventures. We welcome entries which prioritise patient engagement and centricity, promote corporate social responsibility and improve healthcare accessibility or equity.

### CRITERIA:

#### Innovation

- Does the entry introduce a new idea, method, or service to the market?

#### Contribution to the Wider Industry

- Does the entry demonstrate a commitment to improving the pharma industry? Will it inspire future development?

#### Problem-solving

- Does it solve a problem? Does it address an issue in a new, or more effective way?

#### Outcomes

- Can the entry demonstrate sufficient evidence of improved outcomes, through data, case studies or testimonials?



## Woman of the Year

An award to recognise women leaders in pharma. This category celebrates those who seek to inspire and uplift colleagues and peers, are committed to supporting diversity and inclusion and act as an advocate for progression and change in pharma.

### CRITERIA:

#### Leadership & Collaboration

- Is the nominee an exemplary leader, are they compelling and progressive? Do they give a voice or platform to others through their leadership style?

#### Advancement

- How has the entrant broken down barriers to create or facilitate opportunities for women in industry? Have they led initiatives or projects which promote or empower underrepresented communities?

#### Inspiration

- Is the nominee seen as a role model within their organisation, or across the wider industry? Are they confident, and open to tackling difficult conversations or challenging the status quo?

#### Contribution to the Wider Industry

- Has the nominee contributed to the development of a more diverse pharma industry – examples may include, thought leadership, mentorship, involvement with associations, employee initiatives, volunteering, coaching etc.



## Future Leader

Each generation brings a different perspective, and this award seeks to recognise those rising stars, the pharma leaders of the future bringing a fresh approach to the industry.

*We invite applications from candidates with a minimum of five years' work experience within a pharma, biopharma company, academic or research institution. The entrant should be no older than 35 by the time of the Awards ceremony on 8th October 2024.*

### CRITERIA

#### Leadership & Collaboration

- What makes the entrant stand out as an emerging talent or leader? Examples could relate to managing teams, inspiring colleagues, taking on additional roles and responsibilities, noteworthy contributions to out-of-the-box projects, introducing new ideas, methodologies or initiatives or exceptional academic achievements.

#### Recognition

- How has the nominee demonstrated outstanding performance in their role? Have they received external or internal awards or nominations, or been endorsed by colleagues or clients for their work?

#### Personal Brand

- What steps has the nominee taken to build their profile, both internally within their organisations and externally? Have they contributed to scientific journals, undertaken thought leadership roles or built a significant social media presence?

#### Industry Involvement

- Is the nominee committed to the development of the broader pharma industry – this could involve participating in conferences or events, being a part of industry groups or associations, leading employee initiatives, volunteering, coaching etc.





# Frequently asked questions

## How do I enter?

It's very simple. Ensure you have read the entry guidelines and category criteria. Decide which category/categories you wish to enter. Once you are ready please submit your entry into [this form](#), follow the onscreen instructions and submit your entry by clicking 'submit'.

## How much does it cost to enter?

It's free to enter and we encourage you to submit multiple entries.

## When is the entry deadline?

Entries are being accepted until 18 May 2024.

## I am not sure which category our entry would fit into?

If you are not sure which category your entry/ies fit into, please contact Tara Dougal at [tara.dougal@informa.com](mailto:tara.dougal@informa.com) for further assistance.

## Can I enter the same submission into more than one category?

We encourage you to submit multiple entries; please ensure to review the category criteria and tailor each entry accordingly.

## Where can I find out more about previous winners?

You can learn more about the products and companies who took home trophies in 2023 [here](#)>

## How will I know whether my entry has been received?

Once you complete our entry form, you will receive an automated confirmation. We encourage you to download a copy of your responses for your own reference.

## How will I know if my entry has made the shortlist?

Following the judging all companies and individuals will be notified by email. Finalists will be announced on our website. If you are successful, you will also receive an email from us on what happens next.

## What do I get if I win?

The CPHI Pharma Awards are highly regarded within the industry and winning an award marks you out as a leader in your field. In addition to your trophy and a certificate of recognition you will receive a winner's pack with additional details on publicising your success.

## How can I ensure I'm at the ceremony?

Attendance to the Awards Ceremony is limited to shortlisted companies. If you are successful, you'll receive an email from a member of our team inviting you to book your place.

## Are there other ways I can get involved in the awards?

There is also an option to become our Headline Awards Sponsor, please reach out to your account manager for further details.

**CPHI**  
Pharma Awards 2024

# We're here to help!

**Entry and general enquiries:**

**Tara Dougal**

[tara.dougal@informa.com](mailto:tara.dougal@informa.com)

**Sponsorship enquiries:**

For more information, please reach out to your Account Manager, or contact [salesoperations@informa.com](mailto:salesoperations@informa.com)

Remember the entry deadline is **18 May 2024**

