

You said.

We did!

"Transport to the venue can be challenging, especially if I need to rely on taxis instead of public transport"

All Explorer and Leader Passes come with free public transport tickets to get visitors to the venue quickly and easily.

"I want to stay updated with what is happening in the market"

As well as access to over 100 conference sessions during the event, attendees will also be able to add access to our exclusive 2025 Insights Report to their pass, to help inform critical business decisions.

"Provide more opportunities for 'random' networking"

Happy Hours on Days 1 and 2 in the Food & Networking Zone will offer you more informal, relaxed networking opportunities with additional seating areas to rest & relax.

"I want to meet more C-Suite executives and key decision makers to increase partnership opportunities and to drive meaningful business outcomes"

The new CPHI Frankfurt Leadership Summit, created based on your feedback, brings together pharma visionaries, C-suite executives and decision makers in an exclusive forum for collaborative problem-solving and strategic discussions.

"The hall layouts are confusing and it can be difficult to navigate in the venue"

A more intuitive and interactive floorplan which offers GPS-style navigation across the venue.

"I want to establish direct communication channels with potential partners beyond the Event Planner app, to help me personalise follow-up and relationship building without limitations"

We're enhancing your experience through exclusive Event Planner add-on, offering direct access to the complete attendee directory and empowering seamless networking opportunities throughout the event.

"Technology could enhance future CPHI events by enabling smarter networking"

Visitors will now have access to lead retrieval via badge scanning for quick contact exchange onsite, with this functionality also available through the Event Planner platform for seamless lead management.