

CPHI Global Ambassador Case Study

Navamedic



CPHI Global Ambassadors

Become a trusted industry voice in the international pharma community as a CPHI Global Ambassador.

The program was set up to showcase the work of our most dedicated exhibitors – organisations of any size who have participated in several of our worldwide events for more than two years.

Our newest CPHI Global Ambassador is Nordic pharma company **Navamedic**. We spoke with their **Chief Business Development Officer, Ole Henrik Eriksen**, to discover more about Navamedic’s journey, what brought them to CPHI, and their evolving experience of exhibiting at our events.



“Navamedic is constantly looking for new partnering opportunities; new products to acquire or launch in our territory, partners to market our products internationally, as well as CMOs to manufacture our products.”

Ole Henrik Eriksen

Chief Business Development Officer



Introducing Navamedic

First established in Oslo as a development company in 2002, **Navamedic** has evolved into a leading provider of high-quality products for hospitals and pharmacies.

Navamedic has curated its portfolio of products to “meet current public health concerns”, ranging from antibiotics to treatments for Parkinson’s disease and obesity. The company prides itself on its “local insight and deep-rooted commitment to understanding the needs and requirements” of the countries in which they operate. The company now has a growing portfolio

of own products with international potential.

According to Eriksen, Navamedic is “constantly looking for new partnering opportunities; new products to acquire or launch in our territory, partners to market our products internationally, as well as CMOs to manufacture our products.” With that aim in mind, it was only a matter of time before Navamedic found their way to CPHI to take their business to new heights.

STATS

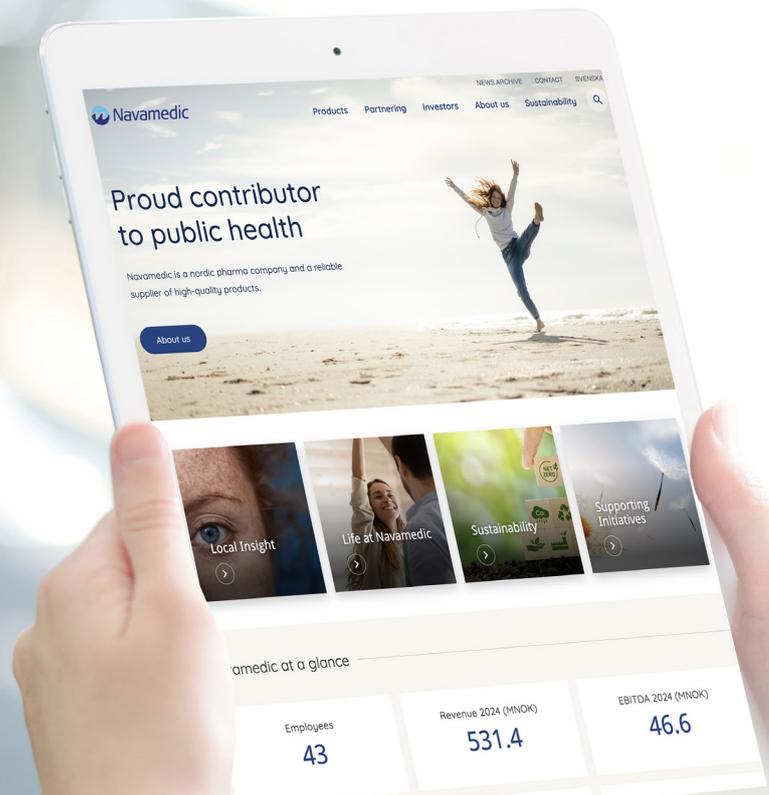
Name:
Navamedic

Founded:
2002

Location:
Oslo, Norway, with offices in Stockholm and Gothenburg, Sweden, and Copenhagen, Denmark; and representatives in Finland, Baltics, Netherlands and Greece

Field:
Supply, development and manufacture of pharmaceutical products

Size:
45+ employees



Navamedic's road to CPHI

Why CPHI?

Although Navamedic first exhibited with CPHI in 2024, Eriksen has had close to a decade of first-hand experience as a visitor at our events in previous roles, which helped the company hit the ground running at their inaugural CPHI event as exhibitors.

Navamedic has grown considerably over the last five years, boosted by acquisitions of products and companies. It now has several products available for out-licensing or international distribution, including the newly developed Flexilev minitabets in the unique and patented OraFID dispenser. Navamedic is also continuing its quest for acquisitions of products and companies.

"CPHI is a great venue to find new partners," he explains.

"And with a growing portfolio of our own products, we are looking for distributors or licensees across the world and CMOs to manufacture our products."



Navamedic's road to CPHI

The CPHI experience

Each year since their first visit, Navamedic have increased their presence at our events – initially by visiting in increasingly larger groups, before finally exhibiting with us at CPHI Milan in 2024.

At that show, Navamedic opted to work with CPHI's recommended suppliers to get their booth up and running, which they found affordable and practical.

The Navamedic team used their experience as visitors to determine how best to make their brand stand out on the show floor from the very beginning. "Lots of people come by the booth," Eriksen observes. "So it's good to have a dedicated person to greet them, and facilitate future contact or schedule meetings."

And although Navamedic offered their product materials via a QR code (as "people tend to avoid paper"), their stand provided "old-fashioned business cards", giving visitors a physical takeaway from their time at the company's stand.

As Eriksen told us, the company chose to prioritise the direct approach when it came to making connections at the show. "For us, networking is meeting



existing and new potential partners, either at our own booth or at their booths."

This plan of action has clearly worked wonders for Navamedic, demonstrating that sometimes a well-placed, well-designed booth is more than enough to encourage foot traffic and invite new connections – especially since, at this year's CPHI Frankfurt show, Navamedic will be exhibiting from their biggest booth yet!

After the show

Highlights

Eriksen calls the CPHI shows a “great place to showcase your company and products”, and Navamedic’s unique people-first approach to exhibiting at the event has managed to yield results.

As a business, Navamedic prides itself on its “local insight,” a quality which has developed from their “deep-rooted commitment to understanding the needs and requirements of the countries where they operate.” By making direct connections the focus of their time at CPHI, the company used their booth as a successful base to build their network, acquiring several distribution leads for their products. Eriksen describes his company’s aims

“An exhibitor from a neighbouring booth got really excited about one of our products and made phone calls to other people to try to do business for us!”

for the future as “growing our business and get more unique and high medical need products on the market in our territory and expanding into new geographies.”

And at CPHI, we’re proud to be a key part of that growth, and responsible in some way for making these connections happen at the heart of pharma. “It was great to see visitors just browsing past our booth and staying for a long time to discuss opportunities.” Eriksen enthused. “One of the other exhibitors from a neighbouring booth got really excited about one of our products and made phone calls to other people to try to do business for us!”

CPHI exists to make moments like this happen, and we can’t wait to see where Navamedic goes from here.

