

Global Ambassador Case Study

Körper



CPHI Pharmapack Global Ambassadors

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

Pharmapack will be celebrating its 25th show in 2026, and in that time, we've worked with some of the most significant names in pharma, from Schott and Corning to Pfizer and Nipro. To mark this milestone, we wanted to recognise some of our most dedicated exhibitors over the last quarter-century, and get to know them a little bit better.

Our newest Pharmapack Global Ambassador is Körber, who work across technology solutions, supply chain and, of course, pharma. We spoke with Tobias Münch – Marketing Manager of Events & Channel Management for Körber Business Area Pharma – to learn more about the company's experiences with CPHI, what keeps them coming back to Pharmapack, and pharma's sustainable packaging revolution.



Tobias Münch

**Marketing Manager Events Körber
Business Area Pharma**



Introducing KÖRBER

Started in Hamburg in 1946, Körber first went into business as a repair workshop for cigarette machines. From these humble beginnings, it didn't take long for the company to expand their reach into international markets, establishing its first American manufacturing facility in Virginia in 1955.

Operating under the Körber AG holding since 1987, the company went through a phase of integrations and acquisitions to broaden their scope. Today, as simply Körber, the company operates under three main Business Areas – Technologies, Supply Chain, and Pharma, which is where Tobias Münch's expertise comes in. When asked to describe what Körber's Pharma business area does, he lays out a diverse and ambitious aim: "We simplify processes, reduce risks and accelerate time-to-market – ensuring

smooth collaboration along the entire pharmaceutical and biotech value chain." In his current capacity as its Marketing Manager of Events, Münch's role sees him "define the strategic direction of our global event approach, aligning each activity with our brand, business goals, and customer experience standards." And although Körber participates in multiple worldwide events, there was only one place for Münch to go in his search for a specialised conference for the pharma packaging sector...

STATS

Name:

Körber

Founded:

1946

Location:

Worldwide (headquarters in Hamburg, Germany)

Field:

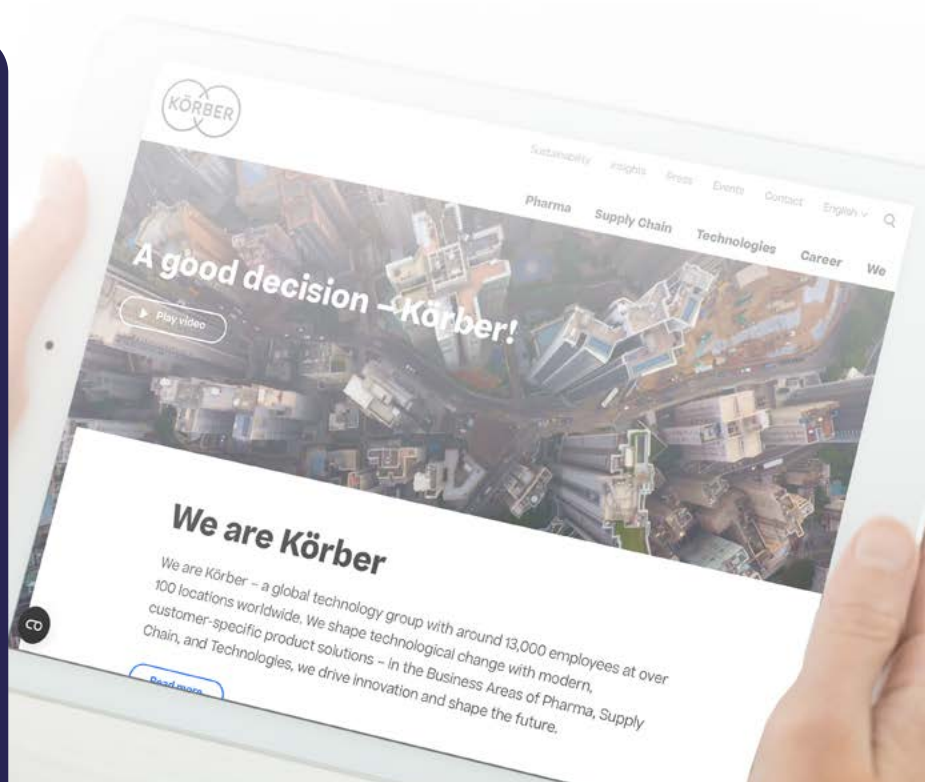
Pharma, tech, supply chain

Size:

12,100+ employees

website:

www.koerber.com



KÖRBER'S road to Pharmapack

WHY CPHI?

Much like the show itself, Körber's presence at Pharmapack has only grown in that time – which as Münch explains is thanks to “increasing interest, customer engagement, and [Pharmapack's] strategic importance.”

Münch describes Pharmapack as “the only European show that meets our requirements and target groups,” which is a point of pride for our team. As the continent's leading packaging and drug delivery event, we're happy to have been on the radar of a company as illustrious as Körber's since our inception 25 years ago.

When asked about Körber's evolving relationship with CPHI, Münch talks with pride about the company's growth, and how that shapes its dynamic at our show. “We refine our presence to go beyond product displays,” he notes. “We've booked bigger stands from year

“Pharmapack has been a door-opener for further business opportunities”

to year, which also strengthens our relationship to informa – we get more attention and possibilities to book.”

Indeed, their ultimate goal on the show floor is to “create an environment where insights are shared and relationships are built” – a mission which fully resonates with ours, and may explain Körber's continuing success as Pharmapack exhibitors.

After the show

Highlights

Since their first time joining us in Paris, when they presented from a “modest booth”, Körber have participated in seven Pharmapack shows. As Münch explains, they adapted their approach to suit their relevant business needs – from appearing in our Innovation Gallery to taking home the Sustainability Initiative prize at our prestigious Pharmapack Awards two years running.

As we celebrate our first quarter century, and look ahead to another 25 years of Pharmapack, it’s precisely this kind of forward-thinking approach that we appreciate in our exhibitors. When we asked Münch how he sees the next 25 years of the pharmaceutical packaging sector, and Körber’s place in it, he answered thoughtfully:

“Packaging in general is undergoing a complete revolution, particularly in terms of sustainability”



“Packaging in general is undergoing a complete revolution, particularly in terms of sustainability. This will also have an impact on us. Nevertheless, we operate in a highly controlled environment where requirements remain constantly regulated. This means that, in the future, pharmaceutical packaging specialists must devote themselves to sustainability, versatility and innovation to offer customized solutions for customers and end users.”

It’s events like Pharmapack where those solutions can be found, whether in the early phases of development, or ready to market. We’re proud to be an event that lets industry giants like Körber further their knowledge of the pharmaceutical packaging landscape, better understand customer needs, and make lasting connections across the supply chain.

Do you want results like this?

Join the CPHI community and grow your business like **Körber**.

Contact us today to learn how we can support you with your specific goals.

[Explore our exhibitor sales brochure >](#)

[Speak to our dedicated team >](#)

Discover more about exhibiting at one of our events and **put yourself at the heart of pharma.**

[Visit our website >](#)