



PHARM[®]

Congress tech

A Must-Attend Event for Pharmaceutical Industry Executives

17-18 February 2010, Papp Laszlo Budapest Sport Arena, Budapest, Hungary

FOR IMMEDIATE RELEASE

The Pharmaceutical sector holds a promising future in Central and Eastern European countries, despite the current global economic climate. The industry is likely to grow, mostly driven by the demand for innovative drugs and an increasing patient base. However, the market is facing unprecedented challenges: increased competition, the threat of parallel importing, and a fragmented pricing market, on top of a constantly evolving environment.

The **PHARMtech Congress 2010** programme will address key industry challenges and trends, as well as offer vendors and attendees a unique platform to network, learn and share best practices. Taking place 17-18 February 2010, at the Papp Laszlo Budapest Sport Arena in Hungary, **PHARMtech Congress** offers the opportunity for pharmaceutical sector executives to gather strategic intelligence and business contacts crucial to staying ahead in today's competitive marketplace.

The 7th annual Congress speaker line-up consists of some of the region's most prominent industry and profession leaders. The presentations will cover the most current and challenging topics of today's pharmaceutical

manufacturers, the latest technologies and trends in production, R&D process efficiency, as well as cost and process optimisation.

Speakers include Theodore Iliopoulos, COO, VP of the Management Board at Polpharma Group in Poland, Dr Peter Dunn, Global Green Chemistry Lead at Pfizer in the United Kingdom, Professor Tamás Paál, President of the Operative Board at National Institute of Pharmacy in Hungary and Luis González Vaqué, Advisor from the European Commission.

The **PHARMtech Congress** will bring together production and quality decision-makers from pharmaceutical, biopharmaceutical, generic, biogeneric and biotechnology organisations from Hungary, Slovakia, Romania, Czech Republic, Poland, Bulgaria and Slovenia. At the two-day event, attendees can also meet senior representatives from leading pharmaceutical technology and solution suppliers. More than 400 executives gathered in Warsaw in 2009. A **marcus evans** hallmark, the event embraces an attendee-centric approach, designed to ensure all participants derive maximum value from their participation.

About the PHARMtech Congress 2010

This unique forum will be taking place at the Papp Laszlo Budapest Sport Arena in Hungary, 17-18 February 2010. The Congress will provide attendees the opportunity to network and benchmark their performance with industry peers, and suppliers to exhibit and demonstrate their products to the region's key professionals.

For more information please send an email to attendees@marcusevanscy.com or visit www.pharmtechcongress.com

About **marcus evans**

marcus evans is one of the world's leading providers and promoters of global summits, strategic conferences, professional training, in-Company training, business-to-business congresses, sports hospitality and on-line information.

For more information, please visit www.marcusevans.com

All rights reserved. The above content may be republished or reproduced – kindly inform us by sending an email to press@marcusevanscy.com