

# CPhI Discover: connecting global pharma & pre-qualifying partners ahead of in person events

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*Rapidly expanding outsourcing and supply chain will see pharma combine digital and in person approaches to lead generation*

Informa Markets is launching an annual dedicated online platform for pharma in **May (17-28th)**, [CPhI Discover](#) – designed to encourage suppliers and customers to source, meet and discover – providing the industry with a new synergistic offering to sit alongside CPhI’s portfolio of in person events.

In the last year, the pharma industry has adapted its approach to meeting new partners and existing customers, with wider pools of suppliers now needed, putting greater pressure on resources to find and evaluate partners before advancing discussions. In response, CPhI Discover will empower the industry with tools to discover and meet new partners remotely, but also, to maximise the value they get from future in person events by helping evaluate more partners in advance and pre-qualify the best leads.

*“There’s been a subtle shift in the way pharma sources new leads and moving forward, we expect to see pharma companies with the highest growth rates utilising a multi-platform approach, especially as the industry expands and competition for the best partners increases. Practically, this means starting conversations with new customers much earlier and ensuring companies fully maximise the value they get from one of their most precious commodities, the events they attend in person,”* commented Cara Turner, Brand Director at Informa Markets.

CPhI Discover will deliver a first-class content programme, an online pharma marketplace with the latest pharma innovations from top industry names, as well as an immersive virtual matchmaking experience.

The ten-day long event will play host to 13,700 visitors and 570+ global exhibitors, with three days of industry leading content consisting of over 20 keynotes, webinars and podcasts providing insights from thought leaders. Additionally, CPhI Discover will also include five days of virtual meetings in week two, affording more time to meet greater numbers of potential suppliers, and from anywhere in the world.

Significantly, CPhI data shows 79% of attendees to its previous digital edition – the CPhI Festival of Pharma – had not attended an in-person event before. In fact, digital platforms are expected to sit alongside in person and direct to customer programmes, bringing-in new, complementary audiences to the CPhI ecosystem. Additionally, CPhI Discover, thanks to its flexibility in scheduling, also delivers a high proportion of C Suite and above attendees (over 30%) – meaning exhibitors meet the people that matter.

*“The benefit of a platform like this is that you can meet far greater numbers of people spread over the course of ten days – and widen your industry network – but it also means attendees can pre-qualify the most promising leads to take forward into in-person events. This will not only save pharma companies time in terms of evaluation and meeting logistics, but it will also transform the value they get from future CPhI events,”* added Turner.

In a further improvement, networking and connecting at CPhI Discover has been reimaged, with a new filtering system that reduces the labour intensity of preparing for the event – particularly in terms of registration. Allowing customers to quickly put together their ideal list of targeted leads.

*“Registration has been augmented to make it as easy and user-friendly as possible in order to best maximise the customer experience. The use of progressive profiling means profiles are built quickly and intuitively so that when the event goes live, you can concentrate solely on meeting partners and watching content. Through the reimaged search tool and dedicated filters, it is now much easier to find the people you are looking to connect with, either at CPhI Discover or later in the year at one of our in-person events. This type of intelligent hybrid approach, with smart targeting is very much the future of how we will do business in pharma”* added Nicola Souden, Brand Manager at Informa Markets.

Registration for [CPhI Discover is now open](#) and to get more information on the content sessions and exhibitors and speaker opportunities, please visit: <https://www.cphi.com/discover/en/home.html>

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### **Notes to editors**

### **About CPhI**

CPhI drives growth and innovation at every step of the global pharmaceutical supply chain from drug discovery to finished dosage. Through exhibitions, conferences and online communities, CPhI brings

together more than 100,000 pharmaceutical professionals each year to network, identify business opportunities and expand the global market. CPhI hosts events in Europe, Korea, China, India, Japan, South East Asia, North America, and the Middle East and Africa. Co-locating with ICSE for contract services; P-MEC for machinery, equipment & technology; InnoPack for pharmaceutical packaging; bioLIVE for biopharma; Finished Dosage Formulation for every aspect of the finished dosage supply chain; and NEX for natural extract products, applications and solutions. CPhI provides an online buyer and supplier directory at CPhI-Online.com.

For more information visit <https://www.cphi.com>

### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organizer, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

The Informa Markets annual schedule of Pharmaceutical events include: CPhI Japan (14-16 April, 2021 at the Big Sight Exhibition Centre – Tokyo, Japan); CPhI Discover (17 - 28 May 2021, Digital); CPhI South East Asia (4-6 August, 2021 at Challenger 2, IMPACT, Muang Thong Thani, Thailand); CPhI North America (10 August - 12 August, 2021 at Pennsylvania Convention Centre – Philadelphia, USA); CPhI Korea (11-13 August 2021), COEX – Seoul, Korea); CPhI, ICSE, P-MEC, FDF, InnoPack Worldwide, BioProduction (31 August – 2 September 2021 at Fiera Milano, Milan); CPhI Middle East & Africa (26-28 September, 2021 at the Riyadh International Convention & Exhibition Center, Riyadh, Saudi Arabia); Pharmapack Europe 2021 (13-14 October, 2021 at the Paris Expo, Porte de Versailles – Paris, France); CPhI & P-MEC India (24-26 November 2021 at the India Expo Mart, Greater Noida, Delhi NCR – Delhi, India); CPhI & P-MEC China (Dec. 16 to 18, 2021 at SNIEC – Shanghai, China)

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