

FOR IMMEDIATE RELEASE

## **Producers of Pharmaceutical Packaging Forum Announce Cooperative Agreement with Ipack-Ima Spa**

CHICAGO, IL (November 9, 2007) – *Healthcare Packaging* and *Packaging World*, producers of the Pharmaceutical Packaging Forum (<http://www.packworld.com/ppf>), and Ipack-Ima Spa, organizers of Pharmintech (<http://www.pharmintech.com>), announce a cooperative agreement. The mutually beneficial arrangement involves *Healthcare Packaging* and *Packaging World* offering promotional support to Ipack-Ima Spa, increasing the visibility for their Italian trade event, Pharmintech, to the U.S. pharmaceutical market. Pharmintech, held every three years in Italy, will next take place May 12<sup>th</sup> -14<sup>th</sup>, 2010 in Bologna, Italy. Ipack-Ima will assist *Healthcare Packaging* and *Packaging World* in recruiting speakers from outside the United States for a co-sponsored International Panel at the Pharmaceutical Packaging Forum in Philadelphia March 12, 2008.

Comments *Healthcare Packaging* Publisher Jim Chrzan, “With the increasingly global nature of the pharmaceutical industry, international collaboration is essential to staying relevant. As we build quality content for the Pharmaceutical Packaging Forum, input from our European colleagues will make our conference more valuable for attending packaging professionals. We’re excited to have the support of Ipack-Ima and look forward to helping them to promote Pharmintech.”

“After attending Pharmintech 2007 in Bologna, Italy, it became apparent that Pharmintech in Europe and the Pharmaceutical Packaging Forum in the United States share a similar vision,” adds Jim Butschli, *Healthcare Packaging*’s editor-in-chief. “As Ipack-Ima’s CEO, Guido Corbella, explained at Pharmintech 07’s opening press conference, there are pharmaceutical trade shows and packaging exhibitions in Europe, but Pharmintech addresses a specific need for a pharmaceutical packaging event. We believe the Pharmaceutical Packaging Forum addresses a similar need in the United States, so this arrangement represents a sound strategic alliance.”

Pharmintech is a highly technical, specialized exhibition for the pharmaceutical, personal care, and nutraceutical industry. For the European market, holding an event that focuses on just the pharmaceutical sector is a unique approach. Pharmintech has a successful formula: a three-day exhibition held concurrently with a comprehensive program of international speakers. It brings together buyers and sellers interested in pharmaceutical processing and packaging. Last year’s event attracted over 4,000 attendees, a quarter of whom came from outside of Italy.

Commenting on the cooperative agreement, Ipack-Ima Spa's Guido Corbella stated, "The expertise of an integrated media publisher such as Summit Publishing Company, and the success of their first edition of the Pharmaceutical Packaging Forum in Philadelphia, lead us to select this event to promote Pharmintech among the most important pharmaceutical executives and professionals in America."

Guido Corbella adds, "Pharmintech and the Pharmaceutical Packaging Forum have a common objective: to design highly specialized events for packaging managers from the pharmaceutical industry. We are proud that Summit Publishing Company saw the value of Pharmintech. Our company plans to be a reliable partner and bring European insight to the American market."

#### **About Summit Publishing Company**

Chicago-based Summit Publishing Company is an integrated media publisher offering business information for packaging professionals. Print magazines include flagship monthly *Packaging World* ([www.packworld.com](http://www.packworld.com)); *PACK EXPO Showcase*; *Healthcare Packaging* and *Contract Packaging*. In addition to packaging e-newsletters, Summit Publishing Company produces Webcasts and a variety of conferences for packaging professionals.

#### **About Ipack-Ima Spa**

Ipack-Ima Spa, established in 1961, is a Milan, Italy-based organizer of international exhibitions. The company's cornerstone asset is the longstanding and prestigious exhibition IPACK-IMA (Milan, Italy March 24<sup>th</sup>-28<sup>th</sup> 2009). Today, Ipack-Ima Spa is a leading organizer of trade fairs dealing with processing and packaging technology for the food and non-food industries. Several years ago, Ipack-Ima Spa implemented a new, aggressive development strategy. This resulted in the launching of industry-specific events, such as Pharmintech for the pharmaceutical industry, where innovation is happening at a rapid pace and technology is a critical competitive factor.

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