



Company News

## **POWTECH to rebrand as POWTECH TECHNOPHARM from 2025**

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*Nürnberg, Germany –*

POWTECH, the International Processing Trade Fair for Powder, Bulk Solids, Fluids and Liquids, is expanding its importance as the technology platform for the processing sector, and will in future operate under a new branding as POWTECH TECHNOPHARM. POWTECH 2023 will take place under its known name; POWTECH TECHNOPHARM will follow from 23 to 25 September 2025 at the Exhibition Centre Nuremberg, where it will be co-located with PARTEC 2025 and FACHPACK 2025.

Starting in 2025, POWTECH will operate under the name POWTECH TECHNOPHARM, and with this new enhancement it will provide the perfect platform for the growing pharmaceutical and life sciences industry. POWTECH is consistently fine-tuning its efforts to promote the process engineering sector and adopting the current trends of deglobalization and re-Europeanization, all of which underlay its decision to rebrand.

POWTECH is a technology trade fair for everyone involved in processing and analysing powders and solids in the manufacturing industry, using mechanical engineering and other engineering processes, regardless of whether the raw materials or the intermediate or end products are in powdered, solid, paste or liquid form. That covers many sectors, especially the chemical and cosmetic industry, food and feed, pharmaceuticals and batteries. The TECHNOPHARM

component will be dedicated to pharmaceutical process engineering, which intersects with mechanical process engineering – in the manufacture of solid drugs in tablet form or the production of cough syrups by dissolving solids in liquids, for example. In addition, the pharmaceutical and life sciences industries need apparatus and plants to manufacture liquid, semi-solid, sterile and aseptic products, which are filled into containers such as vials and syringes. These processes are especially important for biotechnology, which offers market opportunities across a range of sectors.

Heike Slotta, Executive Director Exhibitions at NürnbergMesse, explains the motivation behind the new strategy: “The combined POWTECH TECHNOPHARM brand offers a home for the providers of process engineering and also for their customers. It is a three-day working trade fair for talking shop and finding solutions, with hands-on technology and a European focus. And an important new development for the community is the fact that the strategy is being relaunched and adapted to meet current requirements.”

NürnbergMesse and APV (International Association for Pharmaceutical Technology), one of the honorary sponsors of the trade fair, are taking their collaboration to a new level with POWTECH TECHNOPHARM. Jörg Breitzkreutz, President of APV, is pleased with the new trade fair platform: “With POWTECH TECHNOPHARM and the collaborative arrangements agreed with PARTEC and FACHPACK, we are opening a new chapter in the long and successful history of cooperation between APV and NürnbergMesse.” Johannes Bartholomäus, board member with responsibility for trade fair events at APV, adds: “That will enable us to do justice to the growing importance of parenteral fluids, with particular reference to active ingredients obtained using biotechnology, such as specific antibodies or mRNA molecules. What is taking shape is a combined event for all areas of the pharmaceutical industry at the trade fair venue of Nuremberg.”

## **PARTEC once again included for the Launch in 2025**

In 2025, too, POWTECH TECHNOPHARM will be paired with PARTEC, the international scientific congress for particulate experts. That will be another highlight of the trade fair as a technology forum for mechanical process engineering.

## **New Cycle to benefit the Sector: Co-location with FACHPACK every three Years**

Participants at POWTECH TECHNOPHARM will also benefit from the fact that, every three years, the trade fair will be held in conjunction with FACHPACK, the European Trade Fair for Packaging, Technology and Processing. When rescheduling because of the pandemic resulted in POWTECH 2022 being held in parallel with FACHPACK 2022, trade visitors at both events were impressed by the combination of processing and packaging: In the visitor survey, 35.5 percent of trade visitors said they would visit both events. And in the exhibitor survey, nearly half of the POWTECH exhibitors indicated they had reached visitors of FACHPACK. Interaction within the exhibitor network also functioned extremely well, with 42 percent of POWTECH exhibitors and one in five FACHPACK exhibitors saying they had visited and obtained information on the other trade fair.

In a survey, two-thirds of the POWTECH exhibitors stated to be in favour of a permanent autumn schedule for the event. This results in the co-location with FACHPACK every third year, followed each time by POWTECH TECHNOPHARM on its own, and then a planned gap year. September is a free month in the trade fair calendar for the processing industry, and offers a fixed date outside the European summer holidays that will be easy for trade visitors in particular to remember.