

Celebrating innovation at CPHI Frankfurt

Entry Guide



PART OF >

Elevating the best in pharma innovation

For over 20 years, the CPHI Pharma Awards have spotlighted the visionaries transforming the industry – honoring individuals, teams, and companies pushing the boundaries of innovation.

You’ve done the **groundbreaking work**; now it’s your moment to **impress the judges!**

Awards Timeline:



5 Reasons why you should enter



1

Recognise and reward your team

Celebrate your team's dedication and achievements by giving them the spotlight they deserve. Public recognition boosts morale, strengthens team spirit, and even helps attract top talent.

2

Celebrate in style

Shortlisted finalists are invited to the CPHI Celebration, Awards & Networking Party on the first evening of CPHI Frankfurt. Raise a glass with your team, connect with industry peers, and enjoy being part of the world's premier pharma event.

3

Stand out as a Leader

An award judged by industry experts signals credibility and success. As one of the industry's most prestigious honors, winning a CPHI Pharma Award elevates your brand, boosts visibility, and secures industry-wide recognition.

4

Gain unmatched exposure

With extensive media coverage from industry partners and CPHI's own platforms, winners receive valuable visibility in the pharma world. Your achievement will be seen and celebrated far and wide.

5

Earn the CPHI seal of excellence

Win the right to display the exclusive CPHI Pharma Awards winner logo — a mark of distinction that builds trust and impresses your clients

Writing a winning entry

In three simple steps:

1. Choose the right category

While it may seem straightforward, selecting the correct category is crucial to your submission's success.



Carefully read the criteria and ensure your product or service aligns with the category's requirements.

Take time to analyse your work and involve specialists who directly contributed to the project – they'll provide valuable insights into its objectives, progress, and success factors.

Important:

Informa Markets reserves the right to reassign your entry to a different category if deemed a better fit.

2. Tell a compelling story

Captivate the judges by *weaving a story* around your submission.



Emphasise key elements like:

- What was the aim of your product, service, or technology?
- What problem does it solve, and why is it significant?
- What challenges did you face, and how did you overcome them?
- What makes your solution a success, and how has this been measured?
- What data supports your achievements?
- How does your solution improve upon or add to what's currently available?
- A well-told story connects with the judges and highlights why your submission stands out.

3. Back up your claims with evidence

Our judges value results-oriented submissions backed by concrete proof.



Strengthen your entry by including robust supporting evidence:

- Market data showcasing commercial success.
- Product details and high-quality images.
- Documentation of deals, synergies, or integration achievements.
- Press releases, clinical trial results, or study reports.
- Case studies and customer testimonials.
- Any previous awards, nominations, or accolades.

For example, rather than simply stating “*we received positive feedback,*” include customer testimonials, measurable results, or data to demonstrate success.

Solid evidence transforms your claims into undeniable achievements and strengthens your submission.

Entry guidelines

Language and format:

All entries must be written in English. Please adhere to any specified word limits, keeping your answers concise and focused.

Free and flexible:

There is no cost to enter the CPHI Pharma Awards, and you may submit entries for multiple categories.

Entering multiple categories:

Companies may enter more than one category, provided each entry is specifically tailored to address the relevant criteria.

Submission platform:

All entries must be submitted through our online entry system.

Eligibility period:

Entries should be based on activities undertaken between 30 June 2024 and August 2025, unless otherwise stated in the category criteria.

Answer structure:

Ensure each question is answered under a separate heading, as outlined in the category criteria.

Plan ahead:

Submit your entry well before the deadline to allow time for corrections or resubmissions if needed.

Confidentiality:

All entries will be treated as confidential. However, we reserve

the right to publish your 'media description' externally, so ensure it is suitable for public release.

Notification of results:

Companies shortlisted as finalists will be contacted directly by September. Companies that do not progress past the first round will also be notified.

Category adjustments:

Informa Markets (the Awards organiser) or the judging panel reserves the right to move an entry to a different category if deemed more appropriate.

Entry deadline is **16 May 2025**



How to enter

The CPHI Pharma Awards are open to pharmaceutical and biopharmaceutical companies, engaged in the design, development, manufacture, production and distribution of large and small molecule drug products, technologies and services.

Entry deadline is **16 May 2025**

The Pharma Awards are open to both exhibitors and non-exhibitors of CPHI Frankfurt.

1

Choose which category, or categories you wish to apply for – you may submit more than one entry.

2

Complete the online entry form answering all questions, explaining why you or your company should be considered a winner this year. Please refer to the category criteria to guide your entry.

3

Upload supporting evidence, images and your company logo via the entry form. Incomplete submissions will be disregarded.

4

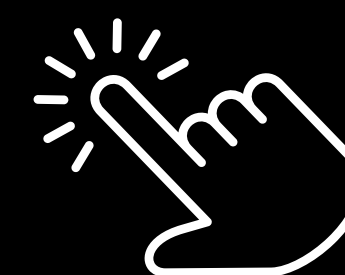
Submit your entry by 16 May 2025



For entry and general CPHI Pharma Awards enquiries please contact:

Valentina Mognoni
valentina.mognoni@informa.com

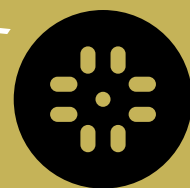
Enter Now



2025 categories

-  **Accelerating Innovation**
-  **API Development & Innovation**
-  **Drug Delivery & Device Innovation**
-  **Finished Formulation**
-  **Manufacturing Excellence**
-  **Packaging & Machinery**
-  **Regulatory and Compliance**
-  **Start-Up Initiative**
-  **Supply Chain Excellence**
-  **Sustainability**
-  **At the Heart of Pharma**
-  **CEO of the Year**
-  **Future Leader**
-  **Woman of the Year**

Accelerating Innovation



This category celebrates advancements in technologies, products, processes, and services designed to mitigate the effects of global healthcare emergencies on individuals, patients, healthcare professionals, and communities.

It recognises innovations such as drug and device development, rapid response initiatives, medical equipment, and the introduction of services, solutions, and resources aimed at addressing the impact of past and potential healthcare crises.

Criteria

Innovation

How does the entry demonstrate innovation and resourcefulness in response to healthcare emergencies? Will it inspire future development?

Purpose and outcomes

Does the entry achieve its purpose?
Does it offer benefits to the audience it was designed for?

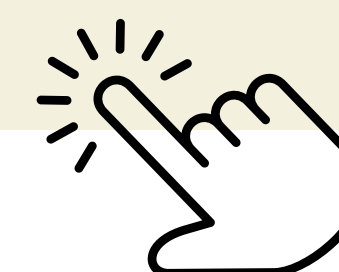
Problem-solving

Does the entry demonstrate a unique approach to solving a particular challenge?

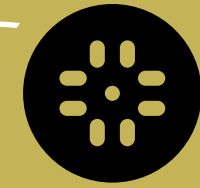
Competitive advantage

How does the entry demonstrate going above and beyond or a collaborative approach in a time of crisis?

Enter now



API Development & Innovation



This category celebrates innovation in technologies, products, processes, and services related to the development and manufacture of active pharmaceutical ingredients.

It encompasses, but is not limited to, advancements in synthesis, characterization, scale-up, software and database development, and bulk manufacturing.

Criteria

Innovation

Does the entry introduce a new idea, method or process to the market?
Will it inspire broader applications?

Purpose and outcomes

Does the entry achieve its purpose?
Does it offer clear benefits or improvements over existing solutions?

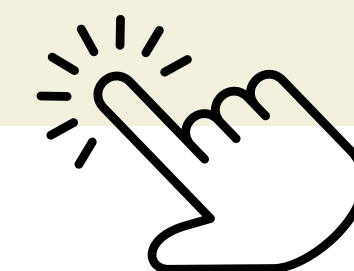
Problem-solving

Does it solve a problem? Does it address an issue in an effective way?

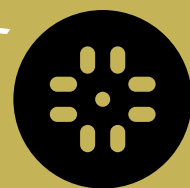
Competitive advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Finished Formulation



This category celebrates innovation in technologies, products, processes, and services related to the formulation of drug products.

It includes, but is not limited to, advancements in excipients, finished dosage forms, OTC products, novel software and digitalization, process development, overcoming formulation challenges, bioavailability enhancement, drug targeting, controlled release, and stabilization technologies

Please note: To be eligible for this category, the activity must have taken place between January 2024 and August 2025.

Criteria

Innovation

Does the entry introduce a new idea, method, or novelty to the market?

Purpose

Does it achieve its purpose? Does it offer clear benefits or improvements over existing solutions?

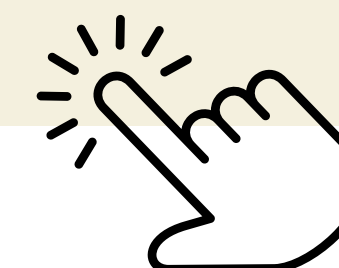
Problem-solving

Does it solve a problem? Does it address an issue in an effective way?

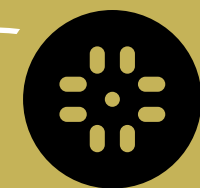
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Drug Delivery & Device Innovation



This category celebrates innovation in technologies, products, solutions, processes, and services related to drug delivery, routes of administration, and device innovation.

It includes, but is not limited to, advancements in inhalers, auto-injectors, pre-filled syringes, patches, combination products, intelligent packaging, and connected devices.

Criteria

Innovation

Does the entry introduce a new idea, device, method or novelty to the market? Will it inspire future development?

Features & Purpose

Does the entry have unique qualities, abilities, or improved attributes? Does it offer a significant improvement on existing market solutions?

Patient Centricity

Does the entry offer tangible improvements to patient adherence and experience?

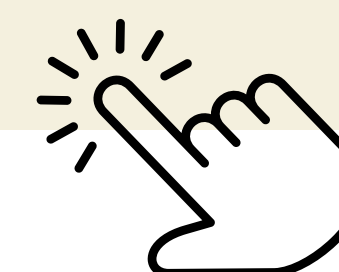
Problem-solving

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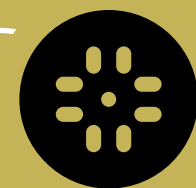
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Manufacturing Excellence



This category celebrates innovation in technologies, processes, and services for the manufacture of solid, semi-solid, parenteral, inhalation, or other dosage forms.

It includes, but is not limited to, advancements in equipment, manufacturing approaches, digitalization, manufacturing processes, facilities, tech transfer, and process controls. We welcome entries from both small and large molecule manufacturing.

Criteria

Innovation

Does the entry introduce a new idea, process, method, or novelty to the market? Will it inspire future development?

Features

Does the entry have unique qualities, abilities, or significantly improved attributes?

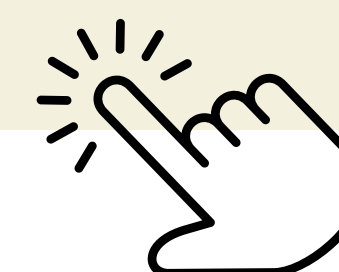
Problem-solving

Does it solve a problem? Does it address an issue in an effective way?

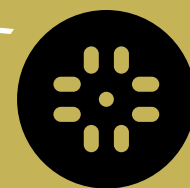
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Packaging & Machinery



This category celebrates innovation in technologies, products, processes, equipment, and services for primary, secondary, and tertiary packaging solutions, as well as the packaging and assembly of finished drug products.

It includes, but is not limited to, advancements in vials, ampules, blister packs, cartons, containers, tamper-proof packaging, labeling systems, track and trace technologies, anti-counterfeiting measures, and solutions that prioritize patient centricity and adherence.

Criteria

Innovation

Does the entry introduce a new idea, device, method, or service to the market? Will it inspire future development?

Purpose

Does it achieve what it was intended to achieve? Does it offer a significant improvement on existing market solutions?

Sustainability

Has the entry been created with sustainability in mind? Does it seek to reduce carbon emissions or environmental impact?

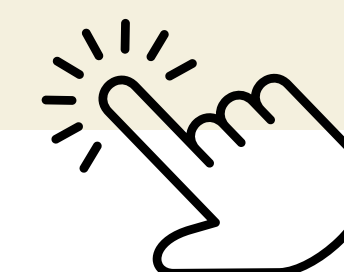
Problem-solving

Does it solve a problem? Does it address an issue in an effective way?

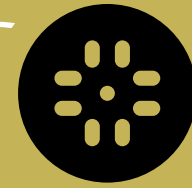
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Regulatory and Compliance



This category acknowledges innovation in sustainable practices within the pharmaceutical industry, focusing on manufacturing, production, or development.

It covers, but is not limited to, novel approaches for reducing environmental impact, waste, and carbon emissions; energy and utility efficiency solutions; sustainable product development; plastic reduction; enhanced recyclability and lifecycle management; circular economy initiatives; innovative material usage; worker protection; and initiatives aimed at fostering diversity and inclusion.

Criteria

Innovation

Does the entry introduce a new idea, method, or service to the market? Will it inspire future development?

Process Excellence

Does the entry offer an improved process, leading to better outcomes and results?

Problem-solving

Does it solve a problem? Does it address an issue in an effective way?

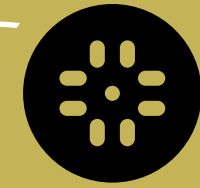
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Start-Up Initiative



This category recognizes Start-Ups and SMEs that are driving value and innovation across the pharma value chain.

We are seeking entries that showcase a clear promise of innovation, growth, or sustainable development in the pharmaceutical industry. Understanding that Start-Ups may be at various stages of development, we welcome entries across proof of concept, prototype, or commercialized stages.

Criteria

Innovation

Does the entry introduce a new idea, device, method or service to the market? Does it drive or facilitate efficiencies?

Industry disruptor

Does this product have the potential to disrupt the industry or become the future benchmark for innovation and change?

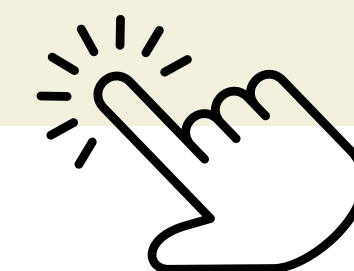
Sustainability

Is this product created with sustainability in mind? Does it aim to reduce carbon emissions, waste or environmental impact?

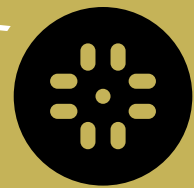
Patient centricity

Does the product or solution offer a significant improvement or development for patients and end users?

Enter now



Supply Chain Excellence



This category celebrates innovation in technologies, products, processes, and services that ensure the safe handling, security, and tracking of drug substances, raw materials, and finished drug products.

It includes, but is not limited to, advancements in supply chain optimization, audits, temperature-controlled logistics, transport services, shipping and storage, anti-counterfeiting measures, inventory management, demand forecasting, and distribution channels.

Criteria

Innovation

Does the entry introduce a new idea, device, method, or service to the market? Will it inspire future development?

Purpose

Does it achieve what it was intended to achieve? Does it offer a significant improvement on existing market solutions?

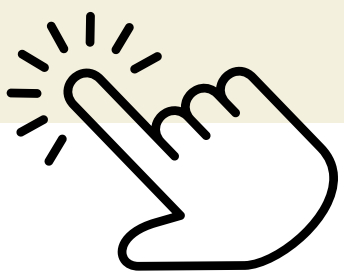
Problem-solving

Does it solve a problem? Does it address an issue in an effective way?

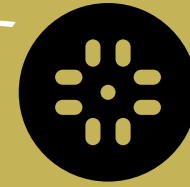
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



Sustainability



This category recognizes innovation in sustainable manufacturing, production, or development within the pharmaceutical industry.

It includes, but is not limited to, innovative approaches to reducing environmental impact, waste, and carbon emissions; energy and utility-saving solutions; sustainable and collaborative product development; plastic reduction; improved recyclability and lifecycle management; the implementation of circular economy initiatives; innovative use of materials; safeguarding workers; and programs or initiatives aimed at improving diversity and inclusion.

Criteria

Innovation

Does the entry introduce a new idea, material, device, method, or service to the market? Will it inspire future development?

Purpose

Does it achieve what it was intended to achieve? Does it offer a proven improvement on existing market solutions?

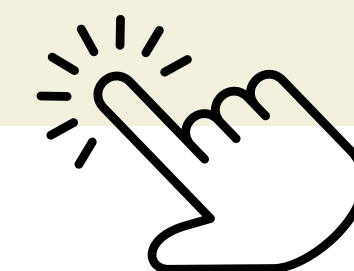
Environmental Impact

Does the entry offer a demonstrable improvement in reducing carbon emissions, materials or waste? Does it promote circularity?

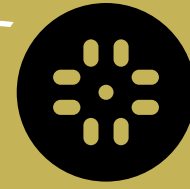
Competitive Advantage

Does it offer a competitive advantage in the market and within its category?

Enter now



At the Heart of Pharma



This award celebrates companies, individuals, and initiatives that prioritize philanthropic, ethical, and community-driven efforts.

We welcome entries that focus on patient engagement and centricity, promote corporate social responsibility, and improve healthcare accessibility or equity.

Criteria

Innovation

Does the entry introduce a new idea, method, or service to the market?

Contribution to the Wider Industry

Does the entry demonstrate a commitment to improving the pharma industry? Will it inspire future development?

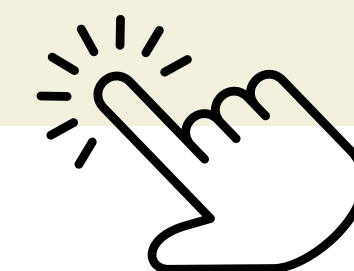
Problem-solving

Does it solve a problem? Does it address an issue in a new, or more effective way?

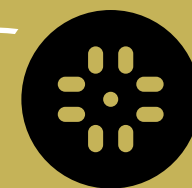
Outcomes

Can the entry demonstrate sufficient evidence of improved outcomes, through data, case studies or testimonials?

Enter now



CEO of the Year



This award recognizes outstanding leadership within the pharma industry. We invite C-Suite executives from SMEs, large pharma/biopharma companies, and service providers to apply.

The jury will be looking for examples of exceptional leadership, which may include achievements in areas such as financial performance, product success, global reach, leadership skills, management capability, charitable initiatives, sustainability, regulatory compliance, profitability, vision, marketing, acquisitions, corporate strategy, and financing.

Criteria

Dynamism

Is the nominee an exemplary leader with a strong desire to achieve – are they compelling and progressive? How have they demonstrated exceptional leadership?

Achievements

Has the CEO achieved or accomplished sustained growth, improved performance, implemented robust strategies, engaged staff and customers in their current role or throughout the course of their career?

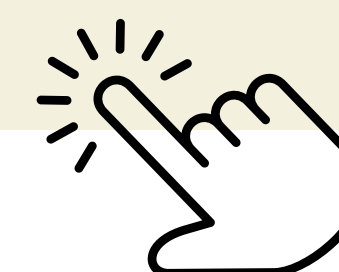
Leadership

Has the CEO demonstrated consistent personal strengths and attributes that makes them an extraordinary leader?

Contribution to the Wider Industry

Is the CEO committed to the development of the broader pharma industry – this could involve donating goods, funding, time, market insights business intelligence, or contributing to educational programmes.

Enter now





Future Leader

Each generation brings a new perspective, and this award recognizes the rising stars who are shaping the future of pharma with fresh approaches.

We invite applications from candidates with at least five years of experience within a pharma, biopharma company, academic institution, or research setting.

Entrants must be no older than 35 by the time of the Awards ceremony on 28th October 2025.

Enter now



Criteria

Leadership & Collaboration

What makes the entrant stand out as an emerging talent or leader? Examples could relate to managing teams, inspiring colleagues, taking on additional roles and responsibilities, noteworthy contributions to out-of-the-box projects, introducing new ideas, methodologies or initiatives or exceptional academic achievements.

Recognition

How has the nominee demonstrated outstanding performance in their role? Have they received external or internal awards or nominations, or been endorsed by colleagues or clients for their work?

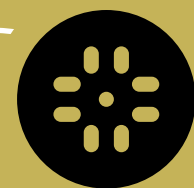
Personal Brand

What steps has the nominee taken to build their profile, both internally within their organisations and externally? Have they contributed to scientific journals, undertaken thought leadership roles or built a significant social media presence?

Industry Involvement

Is the nominee committed to the development of the broader pharma industry – this could involve participating in conferences or events, being a part of industry groups or associations, leading employee initiatives, volunteering, coaching etc.

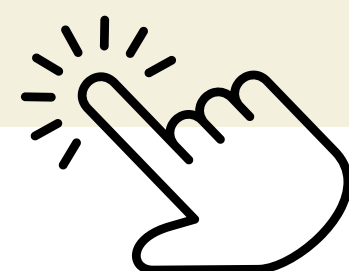
Woman of the Year



This award honors women leaders in the pharmaceutical industry who inspire and uplift their colleagues and peers.

It celebrates those committed to supporting diversity and inclusion while advocating for progression and positive change within the pharma sector.

Enter now



Criteria

Leadership & Collaboration

Is the nominee an exemplary leader, are they compelling and progressive? Do they give a voice or platform to others through their leadership style?

Advancement

How has the entrant broken down barriers to create or facilitate opportunities for women in industry? Have they led initiatives or projects which promote or empower underrepresented communities?

Inspiration

Is the nominee seen as a role model within their organisation, or across the wider industry? Are they confident, and open to tackling difficult conversations or challenging the status quo?

Contribution to the Wider Industry

Has the nominee contributed to the development of a more diverse pharma industry – examples may include, thought leadership, mentorship, involvement with associations, employee initiatives, volunteering, coaching etc.

Frequently asked questions

How do I enter?

It's very simple. Ensure you have read the entry guidelines and category criteria. Decide which category/categories you wish to enter. Once you are ready please submit your entry into [this form](#), follow the onscreen instructions and submit your entry by clicking 'submit'.

How much does it cost to enter?

It's free to enter and we encourage you to submit multiple entries.

When is the entry deadline?

Entries are being accepted until 16 May 2025.

I am not sure which category our entry would fit into?

If you are not sure which category your entry/ies fit into, please contact Valentina Mognoni at valentina.mognoni@informa.com.

Can I enter the same submission into more than one category?

We encourage you to submit multiple entries; please ensure to review the category criteria and tailor each entry accordingly.

Where can I find out more about previous winners?

You can learn more about the products and companies who took home trophies in 2024 [here >](#)

How will I know whether my entry has been received?

Once you complete our entry form, you will receive an automated confirmation. We encourage you to download a copy of your responses for your own reference.

How will I know if my entry has made the shortlist?

Following the judging all companies and individuals will be notified by email. Finalists will be announced on our website. If you are successful, you will also receive an email from us on what happens next.

What do I get if I win?

The CPHI Pharma Awards are highly regarded within the industry and winning an award marks you out as a leader in your field. In addition to your trophy and a certificate of recognition you will receive a winner's pack with additional details on publicising your success.

How can I ensure I'm at the ceremony?

Attendance to the Awards Ceremony is limited to shortlisted companies. If you are successful, you'll receive an email from a member of our team inviting you to book your place.

Are there other ways I can get involved in the awards?

There is also an option to become our Headline Awards Sponsor, please reach out to your account manager for further details.

We're here to help!

Entry and general enquiries:

Valentina Mognoni

valentina.mognoni@informa.com

Sponsorship enquiries:

For more information, please reach out to your Account Manager, or contact salesoperations@informa.com



**Remember the
entry deadline is
16 May 2025**

Enter Now

