
Several hundred pharmaceutical executives in Lisbon

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Currently, physically held business development events are a rarity, which is why the euroPLX 78 Lisbon Marketplace for Pharma Business Opportunities on April 4 and 5 attracted all the more attention. Nearly 400 of 425 pharma executives in attendance negotiated face-to-face in the picturesque coastal town of Cascais, Portugal. Only 6% opted for a digital-only option, enabled by seamless video integration that allowed all participants to negotiate via video call before and after the face-to-face event.

Business development managers from 257 companies in 41 countries conducted (face-masked) 5,481 pre-arranged negotiations over two days and will supplement those with several thousand digital business negotiations through April 19.

"Over the course of nearly 27 years, RauCon Marketplaces for Pharma Business Opportunities have become an indispensable business development tool for hundreds of recurring clients. More than 170 business development managers from around the world have attended more than 10 times, 45 more than 20 times, 16 more than 30 times and two even more than 40 times. No other partnering platform in the pharma or biotech industry has such a track record."

- Stefan Hilscher