



**MILAN**  
6-8 OCT 2026

**6 October 2026**  
Milan, Italy

**CPHI Pharma Awards 2026**

# Entry Guide

**Celebrating innovation at CPHI Milan**

# 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 Milan. 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

- All entries must be written in English, please adhere to any word limits specified, keeping your answers as specific as possible and to the point.
- All entries must be submitted via the online entry system.
- All entries must be based on activities undertaken between 30 June 2024 and August 2026, unless otherwise specified in the criteria.
- Answer each question under a separate heading, as specified in the category criteria.
- It is FREE to enter the CPHI Pharma Awards
- Each submission must be unique and specifically tailored to the chosen award category. Companies may enter multiple categories but must submit distinct initiatives, projects, or achievements for each category.
- Identical or substantially similar entries submitted across multiple categories will be disqualified from all categories except the first submission received.
- Plan ahead to ensure your entry arrives in plenty of time so that, should it be incomplete, there will still be time to correct and re-submit it before the closing date.
- All entries will be treated as confidential, but we reserve the right to publish your 'media description' externally if required. Please ensure you are happy for anything included in this description to be in the public domain.
- All companies shortlisted as finalists will be notified directly by us by September.
- Informa (the organiser of the CPHI Pharma awards) or the judging panel reserve the right to move an entry into a different category if they feel it is better suited
- The CPHI Pharma Awards are open to all organizations within the global pharmaceutical ecosystem worldwide, including but not limited to pharmaceutical companies (branded, generic, specialty), biotechnology and life sciences organizations, CDMOs, CROs, medical device companies with pharmaceutical applications, API manufacturers, pharmaceutical equipment and technology providers, digital health and pharma tech companies, regulatory service providers, pharmaceutical consulting companies, packaging and logistics companies, academic institutions with pharmaceutical research programs, and government agencies involved in pharmaceutical oversight. There are no restrictions on company size and longevity. Joint ventures, partnerships, or consortiums are eligible provided all participating organizations consent to the entry and are clearly identified in the submission.

Entry deadline is **18 May 2026**



# 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, pharmaceutical and biopharmaceutical companies, engaged in the design, development, manufacture, production and distribution of large and small molecule drug products, technologies and services.

Submit your entry by **18 May 2026**

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

**1 Choose which category,** or categories you wish to apply.

**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 2026**



**For entry and general CPHI Pharma Awards enquiries please contact:**

**Valentina Mognoni**  
valentina.mognoni@informa.com


**Enter Now**

# 2026 categories

 **API development and innovation**

 **Digital transformation – NEW**

 **Drug delivery, devices, and packaging innovation**

 **Excellence with purpose – NEW**

 **Finished formulation**


 **Innovation catalyst – NEW**

 **Manufacturing excellence**

 **Start-Up initiative**

 **Supply chain excellence**

 **Sustainable pharma excellence – NEW**

 **Sustainable transformation partnership award –NEW**

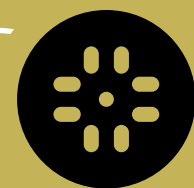
 **True partnership excellence –NEW**

 **CEO of the year**

 **Future leader**

 **Woman of the year**

# 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?

**NEW**

# Digital Transformation

The Digital Transformation Award recognises organisations that have utilised digital technologies to fundamentally improve pharmaceutical operations, processes, and capabilities, delivering measurable gains in efficiency, quality, and competitive advantage.

Entries should demonstrate successful technology adoption, the digitalisation of traditional workflows, clear improvements in operational performance, and the execution of a comprehensive digital strategy that transforms the business end to end. We celebrate connected progress that creates more opportunity and sustained growth.

## Criteria

### Technology adoption

Proven implementation of digital solutions with meaningful user uptake and interoperability.

### Process digitalization

Conversion of key workflows into end-to-end digital processes that reduce manual steps and improve data flow.

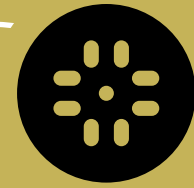
### Operational excellence

Measurable improvements in efficiency, quality, cycle times, error reduction, and compliance.

### Digital strategy execution

A coherent, enterprise-wide roadmap and governance that scales across functions, sites, and regions.

# Drug delivery, devices, and packaging innovation



This category highlights breakthroughs that enhance usability, patient adherence, safety, product integrity, and scalability, ensuring seamless connectivity across the entire journey from dose to packaging to patient. These innovations create opportunities for greater sustainability, efficiency, and growth.

Examples include (but are not limited to):

- Inhalers, auto-injectors, pre-filled syringes, patches, combination products, and intelligent/connected devices
- Vials, ampoules, blister packs, cartons, and containers
- Tamper-evident/tamper-proof solutions and labeling systems
- Track-and-trace technologies, anti-counterfeiting solutions, intelligent packaging, and packaging/assembly innovations

## Criteria

### Innovation

Introduces a new idea, device, method, or service; inspires future development.

### Features & Purpose

Shows unique qualities or improved attributes; clearly improves on existing solutions and achieves intended outcomes.

### Problem-solving

Effectively addresses a defined need or challenge.

### Patient Centricity

Tangibly improves adherence, usability, and patient experience.

### Problem-solving

Designed to reduce environmental impact and/or carbon emissions.

### Competitive Advantage

Delivers meaningful differentiation and market/category advantage.

**NEW**

## Excellence with Purpose

**This category celebrates pharmaceutical organisations and individuals who demonstrate that putting patients and communities first drives both meaningful social impact and sustainable business success.**

This award celebrates initiatives that exemplify pharma's mission to connect life-changing treatments with those who need them most. It honors excellence in healthcare equity through efforts to eliminate disparities and expand global access to affordable treatments, ethical business practices that prioritize social responsibility and transparency, and impactful community partnerships that empower patients, providers, and healthcare systems.

### Criteria

#### Scalability

Long-term viability of the initiative with potential for broader application, ensuring lasting benefit beyond initial implementation.

#### Purpose and outcomes

Measurable positive change for patients and communities, demonstrating clear evidence of improved health outcomes and quality of life.

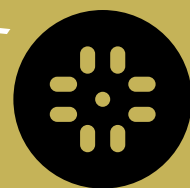
#### Problem-solving

Creative approaches to addressing healthcare challenges, particularly for underserved populations, showing original thinking and effective solutions.

#### Partnership and Collaboration

Meaningful engagement with communities, patient groups, and stakeholders, showing genuine collaboration rather than top-down approaches

# 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 2025 and August 2026.*

## 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?

**NEW**

# Innovation Catalyst

**This category recognises foundational innovations that unlock potential across the pharmaceutical ecosystem. It celebrates solutions that don't just solve a single problem, but enable others to build, connect, and innovate, creating platforms and frameworks that drive ecosystem enablement.**

These innovations generate network effects, where each implementation makes the next easier and better, and deliver cross-industry impact by accelerating progress across multiple pharma sectors at once. By building the infrastructure for future breakthroughs, this category honours innovations that multiply opportunity and activate more potential

## Criteria

### Ecosystem enablement

Does the innovation create a platform, framework, or shared capability that others can build on or integrate with? Look for interoperability, open standards, and evidence of third-party builds or extensions.

### Cross-industry impact

Does it accelerate progress across multiple pharmaceutical domains (e.g., R&D, manufacturing, supply chain, regulatory, patient engagement) and geographies? Assess breadth of use cases, partners, and applicability.

### Network effects

Does each new implementation make subsequent implementations easier, faster, or more valuable? Evaluate indicators such as reduced deployment time, lower integration costs, growing user communities, and compounding data or collaboration benefits.

### Innovation infrastructure

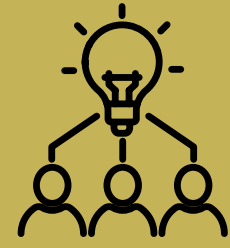
Does it lay durable foundations for future breakthroughs? Consider scalability, governance, reliability, security, and a clear roadmap that unlocks new capabilities over time.

# Category Focus

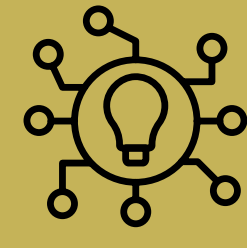
## Innovation Catalyst



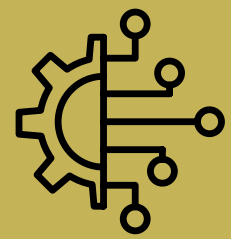
Enables others to innovate



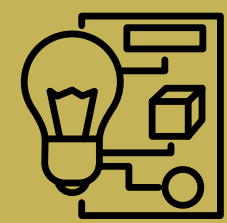
Multiplier effect focus



Ecosystem thinking

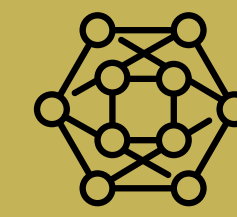


Creates industry-wide impact

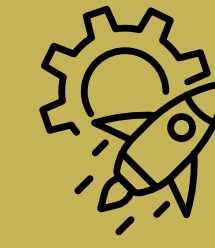


Builds innovation infrastructure

## Digital Transformation



Transforms own operations



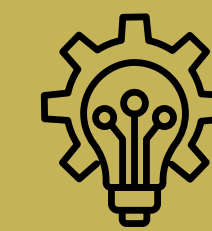
Achieves organisational change



Efficiency and modernisation focus

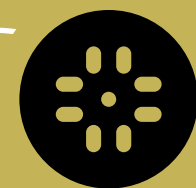


Implements digital solutions



Enterprise thinking

# 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?

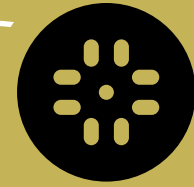
### Problem-solving

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?

# 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?

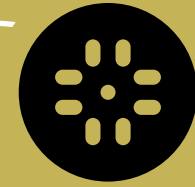
### Sustainability

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?

# 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?

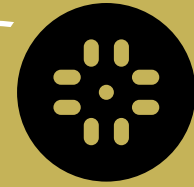
### Problem-solving

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?

# Sustainable Pharma Excellence



This award celebrates pharmaceutical companies pioneering transformative environmental innovations across the entire pharmaceutical value chain, from developing cutting-edge green chemistry breakthroughs and novel synthetic pathways to implementing clean manufacturing technologies and circular economy initiatives that transform waste into valuable or alternative resources.

Recipients excel in reducing carbon footprints through decarbonization strategies, innovative water stewardship, sustainable packaging, and carbon-neutral logistics. They demonstrate how environmental innovation enhances operational efficiency, improves patient access, and drives both planetary health and business success.

## Criteria

### Environmental Impact Reduction

Demonstrated commitment to reducing overall environmental footprint through innovative technologies, processes, and strategic initiatives that deliver measurable sustainability improvements.

### Resource Efficiency & Conservation

Implementation of solutions that optimize resource utilization, promote optimise conservation practices, and enhance operational efficiency while minimizing environmental burden.

### Sustainable Innovation & Technology

Development and adoption of breakthrough technologies, sustainable practices, and innovative approaches that advance environmental stewardship across pharmaceutical operations.

### Industry Leadership & Scalability

Evidence of pioneering environmental initiatives that set new industry standards, demonstrate scalable solutions, and inspire broader adoption of sustainable practices within the pharmaceutical sector.

# Sustainable Transformation Partnership

NEW

This award recognises pharmaceutical organisations that drive transformative sustainability change through strategic partnerships and collaborative innovation.

Recipients excel in forging cross-industry sustainability partnerships, developing sustainable supplier networks, and cultivating long-term stakeholder relationships that create lasting impact. Winning organisations lead industry transformation initiatives and orchestrate multi-stakeholder sustainability programmes that engage diverse partners to deliver systemic solutions addressing complex global challenges. These leaders demonstrate that sustainable transformation requires collaborative leadership, turning individual efforts into industry-wide movements that benefit patients, communities, and the planet.

## Criteria

### Partnership Innovation & Impact

Development of groundbreaking cross-industry collaborations that advance environmental goals through shared resources, expertise, and innovative approaches that deliver measurable sustainability outcomes.

### Supply Chain Transformation

Creation and leadership of sustainable supplier networks that build resilient, responsible supply chains extending beyond direct operations to drive systemic change throughout the value chain.

### Stakeholder Engagement Excellence

Cultivation of long-term relationships with diverse stakeholders including communities, NGOs, governments, and industry peers that create lasting sustainability impact and meaningful collaborative solutions.

### Industry Leadership & Systemic Change

Demonstration of sector-wide influence through collaborative platforms, shared standards, and multi-stakeholder programmes that drive transformative sustainability initiatives across the pharmaceutical industry.

**NEW**

## True Partnership Excellence

This category recognises contract development and manufacturing organisations that **demonstrate exceptional innovation, operational excellence, and strategic partnership in advancing pharmaceutical development and production.**

This award celebrates CDMOs/CMOs that go beyond traditional service provision to become true innovation partners, driving efficiency, quality, and breakthrough solutions across the pharmaceutical value chain.

### Criteria

#### Innovation

Advanced manufacturing capabilities, digital integration, and process innovations that demonstrate technological leadership.

#### Partnership Excellence

Strategic collaboration beyond traditional vendor relationships with measurable client impact and long-term value.

#### Operational Excellence

Regulatory compliance, quality management, and flexible service delivery that consistently meets diverse client needs.

#### Industry Leadership

Sustainability initiatives, market differentiation, and contributions to advancing industry standards.

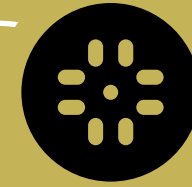
# Category Focus

## True Partnership Excellence

## Manufacturing Excellence

<p>Service delivery excellence and client partnership</p>	 <b>Primary Focus</b>	<p>Manufacturing technology and process innovation</p>
<p>Contract manufacturing service providers only</p>	 <b>Scope</b>	<p>All manufacturers (in-house, contract, any size)</p>
<p>Service models, partnership approaches, client-focused solutions</p>	 <b>Innovation Type</b>	<p>Manufacturing technologies, processes, equipment</p>
<p>Client satisfaction, partnership value, service delivery</p>	 <b>Success Metrics</b>	<p>Process efficiency, technology advancement, manufacturing outcomes</p>
<p>"How we serve our clients"</p>	 <b>Key Differentiator</b>	<p>"How we make products"</p>

# 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.



## 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 10th October 2025.

## 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?

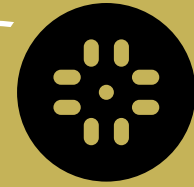
### Personal Brand

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.

## 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 18 May 2026.

## **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](mailto: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 the past editions [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 is shortlisted?**

After the judging process, all entrants will be notified via email. Finalists will also be announced on our website. If your entry is successful, you will receive an email with further instructions on the next steps.

## **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 am at the ceremony?**

If the entry is shortlisted, the main contact person will receive an email from a member of our team with further instructions.

## **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](mailto:valentina.mognoni@informa.com)

## Sponsorship enquiries:

For more information, please reach out to your Account Manager, or contact [salesoperations@informa.com](mailto:salesoperations@informa.com)



**Remember the  
entry deadline is  
18 May 2026**

**Enter Now**