

**INTERPHEX SET TO OPEN WITH NEW DRUG PRODUCT-TO-MARKET FOCUS THROUGHOUT WORKSHOPS, TOURS AND EXHIBITS AT 2012 MAY 1-3 EVENT**

INTERPHEX will host its 2012 event on May 1-3, 2012 at the Javits Center in New York with a re-engineered conference program which is designed to synergize in a dynamic fashion with the traditionally strong exhibit platform, and to align both key offerings in a way patterned on the path that companies take to successfully bring products to market.

Included in this focus will be a conference agenda with five tracks that mirror essential drug-to-market disciplines (Regulatory Quality Assurance/Quality Control; Product Development; Facility & Process Design; Manufacturing & Packaging; and Supply Chain); technical workshops; a series of keynote presentations over two days; case study-focused floor tours; and a first-ever third day of programming.

A key component in addressing expeditious drug delivery will be the Oral Solid Dosage Form presentation and floor tour on May 2, to be led by Russ Somma, Ph.D., President of SommaTech, LLC; Richard Poska, R.Ph., Director, Regulatory Affairs, Abbott Laboratories, and Mike Vileikis, Felix Diaz, RA, NCARB, CAAPPR and Sam Halaby of IPS-Integrated Project Services. Following the presentation, entitled "Should it be Scale-Up or Scale Out ...Bigger is not Always Better or Faster," by Somma and Poska, tour participants will view efficient processing options, innovations and recent developments in advanced oral solid dosage form technologies from leading suppliers.

Companies participating in the tour include Biopharma Systems/Telestar, Creative Design & Machine, Fette Compacting America, GEA Process, KORSCH America, L.B. Bohle, and SKAN. The suppliers were selected for their range of equipment, flexibility, technical ability to advise and consult, and new approaches. IPS, which organized the tour, specializes in engineering, construction and C&Q of complex pharmaceutical and biotech research and manufacturing facilities.

"What we're going to talk about is 'How do you get to market quickly?'" said Somma. "Technology has moved to the point where it's no longer necessary to make a big batch; you can make multiple sub-units, leverage your early knowledge and then push on, therefore reducing the development time."

The tour will add value across the branded, CMO and generics industry segments, according to Mark Butler, Senior Vice President and Principal of IPS.

"INTERPHEX attracts many different types of manufacturers. The branded ones are concerned about finding the best way to deliver the desired dose of active pharmaceutical ingredient, as well as protecting their IP," Butler said, "whereas the generic manufacturers may be more concerned with cost effectiveness

while formulating their product to be bioequivalent to the reference product. In generic drug delivery, they have to look at technology with an eye toward how it can help them make products quickly, at a reasonable cost and with assurance they will be approved seamlessly for a rapid market introduction. For the contract providers, there's a slightly different model: They want to understand how the branded firms produce and then try to offer a more economical option.

"Therefore, on this tour we anticipate having these three key segments of the market along with us, each seeking to understand the process from their own perspective and each getting the relevant knowledge from our tutorial-and-tour concept," Butler said.

"Our intent is to shake up industry thinking a bit. The bottom line is that what you used to do in 100,000 square feet you now may be able to do in fifty. There are less capital-intensive ways to achieve successful drug delivery, and we'll talk about that," said Somma.

Somma is also a member of the INTERPHEX Advisory Board and helped create this year's conference-supplier alignment, which extends throughout the event's programming.

"We've made a number of changes, including a session track devoted to supply chain. We know that's critical across all manufacturing segments and have brought in several major players," he said. "People may be surprised at how much there is to learn in this area."

FedEx will provide two supply chain presentations, on cold chain developments and security, and other supply chain track presentations will include a case study from Novartis on distribution outsourcing, and two from Abbott on knowledge-based approaches to temperature control management and regulatory strategies and considerations for successful site transfers.

The conference is also addressing current manufacturing challenges by including components of risk management, manufacturing execution and the evaluation of process metrics to optimize operational excellence.

"What we've done this year is make a very strong link between program content and current industry thinking, how you get a drug product to market and what's on the floor," Somma said. "Manufacturers who come to INTERPHEX are going to learn from the conference what's happening – and then be able to go out on the tours and onto the floor and find out how the suppliers make it happen."

The Oral Solid Dosage Form tours will be held on Wednesday, May 2, 2012 from 10:00 a.m. - 12:00 p.m. and again from at 12:30 p.m. – 2:30 p.m. There will also be a follow-up reception for tour participants and tour providers. Pre-registration is required. Details on registration, conference packages, group and ISPE member discounts can be found at [www.INTERPHEX.com](http://www.INTERPHEX.com) and event news is available via Facebook, Twitter and LinkedIn. #