

# THE EUROPEAN OUTSOURCING AWARDS 2008



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## Press Release

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### Innovation Abounds at EOA 2008

Recently dubbed the "Outsourcing Oscars" by judge and presenter Dr Makarand Jawadekar of Pfizer Global R&D, the best and most innovative partnerships and relationships were honoured again this year at the European Outsourcing Awards (EOA) 2008 gala dinner. Launched in 2005, the European Outsourcing Awards recognizes significant developments in contract services and rewards successful companies for their outstanding contributions and achievements throughout the year. The awards were created to celebrate and recognize excellence in R&D, marketing, business and technology across the pharmaceutical industry.

This year, more than 180 people attended the prestigious ceremony at Frankfurt's Steigenberger Frankfurter Hof Hotel on the 1st of October, and were treated to a lavish meal before the lights were dimmed and the golden envelopes were opened. Compered by Mr Rodney Steel, Chief Executive of the British Contract Packers and Manufacturers Association and Mrs Catherine Gonon, Executive Director of the SFSTP, ten awards were presented for categories such as Best New Product, Best Contract Manufacturing Project, and Most Outstanding Applications in Nutraceuticals and Most Innovative Relationship.

Head of the judging panel and Via Media's Editorial Director, Dr Kevin Robinson, said of the competition: "The judging panel had a tough job this year. We received a record number of nominations and, overall, the quality was excellent. The EOA is establishing itself as a showcase for innovation and talent in the contract services sector. I'd like to sincerely thank all the companies who submitted an entry ... and all the judges for rigorously assessing them. We wouldn't have an event without them." Simon Jones, Managing Director of Via Media Ltd, added: "The EOA has become a prestigious occasion and a must-attend event for the outsourcing sector. We're very grateful for the support of our sponsors and partners, and we're very much looking forward to the next event in Madrid in 2009."

Patrick Hughes of Exco Intouch, recipient of the Best IT Strategy award added that the company was "Delighted and really proud to be a winner." Terry Novak, President of North America and Chief Marketing Officer, stated: "Patheon is proud to have won the Most Effective Scale-Up and Technical Transfer award at this year's European Outsourcing Awards. Our performance in the industry is being recognized for a reason: we have dedicated ourselves to understanding our customer's needs and developing both the capability and capacity to deliver on those needs. It's rewarding to even be considered with Procter and Gamble for this award by other industry leaders."

In closing, Event Director and Publisher of Pharma Magazine, Miranda Docherty, stated: "Since its launch in 2005, I'm delighted to have played an integral role in the growth and development of the European Outsourcing Awards. It gives me great pleasure to report that this year's event has been the best so far and the coming together of so many senior industry figures really highlights the networking value that the evening presents in addition to the Awards."

[www.europeanoutsourcingawards.com](http://www.europeanoutsourcingawards.com)



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First, many congratulations on the success of the 2008 EOA evening in Frankfurt, which we thoroughly enjoyed. The awards evening is a fantastic event to recognize and celebrate excellence in outsourcing within the healthcare industry, which also offers a great opportunity to network with industry partners. Peter Burrows, Ceuta Healthcare



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In 2008, ICSE was yet again a partner in what was a great evening recognizing fantastic achievements in the outsourcing industry. Congratulations to all who entered and especially to those who won! Haf Cennydd, ICSE

The European Outsourcing Awards, organized by Via Media Ltd, is now 3 years old and has become quite a 'household' name, almost synonymous with the Oscars of the contract services industry. The level of outsourcing being undertaken by life science companies - be they Big Pharma, SMEs or virtual organizations - has experienced a significant rise in recent years and, as such, the outsourcing sector is growing at a double digit rate. I sincerely believe that the peer recognition of companies at this forum brings the limelight on quality focused players who are ready to take on the pharmaceutical industry's outsourcing challenges of tomorrow! This exercise, in turn, benefits both sponsor companies as well as the service providers who take on these challenges. Mr Makarand Jawadekar, Pfizer



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# 2008 Winners

<b>AWARD CATEGORY</b>	<b>NOMINATION TITLE</b>	<b>WINNERS</b>
<b>Most Improved Process/ Plant Facility</b>	New Aquitaine Pharm International 2 Site.	Pierre Fabre Medicament Production
<b>Most Effective Scale-Up/ Tech Transfer</b>	Project Iris	P&G Pharmaceuticals & Patheon
<b>Most Innovative Relationship</b>	Burgopak/Brecon Pharmaceutical Packaging Automation Project	Burgopak & Brecon Pharmaceuticals
<b>Outstanding Application in Nutraceuticals</b>	Linea Oro: Orosoluble Line of Food Supplements Developed for Ranbaxy	FineFoods NTM SpA
<b>Best Contract Analytical Project</b>	Conditional Power — Out Of This World Solution	Satellite
<b>Best Contract Manufacturing Project</b>	Sular Tablet Printing	Catalent Pharma Solutions
<b>Best New Partnership/ Merger/Acquisition</b>	International Health & Beauty Outsource Alliance	Ceuta Healthcare Group
<b>Best e-Business or IT Strategy</b>	Integration of SMS Communication with Electronic Data Capture System	Exco InTouch & Logos Technologies
<b>Supply Chain Management</b>	Benefits of Outsourced, Centralized Pan-European Logistics Management or 'Creating a Blue-Print for the Perfect Pharmaceutical Delivery	AstraZeneca & NYK Logistics (UK) Ltd
<b>Best New Product</b>	Innovative Blister Packaging Solution to Brand Challenges	Bilcare Research



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