



25
YEARS
1997 - 2022

EXPLORING NEW HORIZONS

We are turning 25 and would like to celebrate this WITH YOU...

INVITATION TO OUR ANNIVERSARY CONGRESS

We live in a fast-moving world, which requires a quick response to market needs. Product management has a special role to play in identifying, evaluating and responding to trends. Business organizations are also changing, this being even further accelerated by the pandemic and new digital work formats. Also in private lives we notice a shift towards remote healthcare.

The title of our anniversary congress is "New Horizons Workshop". It will take place in Ludwigshafen at Lake Constance on the 7th of July and will cover the above-mentioned aspects with exciting and inspiring talks, discussions and a hands-on workshops.

Following topics will be covered in three different clusters:

- Missed a trend again? Or why it is important to keep an eye on the product portfolio.
- Point-of-care and home testing. Was the pandemic an accelerator here and if so, to what extent?
- Company 4.0. New forms of organization for motivated employees, not only since the home office obligation.

We are looking forward to welcoming you to our event and promise you a great platform to make new contacts while enjoying good food directly on the bank of Lake Constance with a view on the Alps.