

NEWS RELEASE

TFI GROUP EXTENDS PHARMA TEAM AFTER NEW ACCOUNT WINS

(London, December 2, 2010): TFI Group, one of the UK's leading event management agencies, has seen its pharmaceutical division grow following a number of high-profile account wins.

The account wins are the Japanese pharmaceutical company Daiichi Sankyo Europe, to handle their portfolio of events across Europe, and an international biotechnology company.

TFI Pharma has been awarded preferred supplier status by a major global pharmaceutical blue chip, and Divisional Director Rob Roffey said: "Experience really does count in this sector, as agencies need to know how to navigate the regulatory framework on marketing and communications for their client.

"TFI has built up a strong area of practice in the pharmaceutical industry, with a number of blue chip clients. As a result, we have grown alongside the sector, and have increased our team including the addition of Dominic Bemrose, Senior Account Director.

"It is also very important to our clients that we demonstrate a solid understanding of their strategic context and develop our service offer to assist them in getting their message across to their stakeholders – wherever and whatever the environment."

The global pharmaceutical industry is projected to grow at a rate of around 6 per cent over the next two years¹, with much of that growth expected in sales in emerging markets such as Africa, India, China and Brazil.

Roffey continued: "Many of our clients are increasing their visibility in emerging markets, in line with market opportunities, so we have been developing increasingly flexible event platforms to support their message in many different countries."

TFI Pharma has a strong portfolio of health science and pharmaceutical clients, running medical congresses and investor meetings as well as advisory boards and team-building activities.

The account wins come at the end of a fruitful year for TFI Group: TFI Meeting Point won the VisitBritain account while TFI Corporate was recognised for its work in Best Product Launch at the Eventia International Awards 2010 for the Philips Consumer Lifestyle event.

(ends)

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¹ Global Pharmaceutical Market Forecast 2012



About TFI Pharma

Major pharmaceutical and health sciences clients have chosen TFI Pharma to deliver effective, high calibre meetings and events since 1986. We understand the sector's sensitivities and are well versed in major compliance issues including FDA and ABPI regulations.

TFI Pharma is part of TFI Group, a London-headquartered event marketing and logistics agency that delivers high-end event solutions to secure its clients' audience.

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