

PHARMA CONNECT

20 MAY 2026

Explore the future of pharmaceutical labeling

See what's next in pharmaceutical packaging! Avery Dennison invites you to our European HQ in Oegstgeest for an event centered on pressure-sensitive label materials that enable Sustainable and Connected Packaging. Learn how these innovations can strengthen your packaging strategy and future-proof your portfolio.

Why should you attend?

Our team of experts in sustainability and packaging will lead discussions on pharmaceutical labeling requirements, innovative solutions on reducing environmental impact and the implications of the Packaging and Packaging Waste Regulation (PPWR) on the pharmaceutical sector. You'll also witness the power of digitalization and connected packaging offered by intelligent labels with a live demonstration in our iLab. This one-day event offers an excellent platform to learn, exchange insights, and network with fellow professionals from the EMENA region.

About the location

Located in Oegstgeest, the Netherlands, Avery Dennison's European HQ is located in the Bio Science Park - the leading life sciences cluster in The Netherlands.

The building is home to some advanced R&D laboratories for product development and testing, along with a graphics centre and a customer experience iLab. You'll be able to experience the iLab for yourself, exploring our intelligent label portfolio and taking a journey through the supply chain to point-of-sale and beyond. A great way to glimpse future technologies. The application and analysis labs will also be open to give insights into the development process and our testing capabilities.

INVITATION

Agenda

Kick off the event with networking and idea-sharing at a welcome dinner, May 19 in Zilt, Katwijk aan Zee. The main event starts at 8:30 am on 20 May, 2026.

Day 1 - 19 May 2026

18:30 Welcome dinner

Day 2 - 20 May 2026

08.30 - 09.00 Welcome coffee

09.00 - 09.45 Label Material Science

09.45 - 10.30 Pharmaceutical Labeling Solutions & Services

10.30 - 11.00 Break (coffee, tea, snacks)

11:00 - 11:30 The Role of PPWR in the Pharma Industry

11:30 - 12:00 Intelligent Labels

12:00 - 12:30 Label Testing Service: AD Procerta

12.30 - 13.30 Lunch

13.30 - 14.45 Labs tour

14.45 - 15.15 Q&A

15.15 - 15.30 Wrap up

Travel information

Avery Dennison Europe HQ
Willem Einthovenstraat 11
2342 BH Oegstgeest
Netherlands

20 minutes drive from

Schiphol Airport

30 minutes drive from

Rotterdam Centraal Station

30 minutes drive from

Rotterdam The Hague Airport

40 minutes drive from

Amsterdam Centraal Station

2 hours drive from

Brussels Airport

Hotel arrangements

Hotel bookings are at your own discretion. We recommend the following options:

[Hilton Garden Inn Leiden](#) Located next to the Avery Dennison EU Headquarters. Click on 'Special Rates' and enter the code **4195672** under 'Corporate Account' to receive a discount.

[Fletcher Hotel Leiden](#)

[Ibis Leiden Centre](#)

As this is a busy period and rooms are limited we encourage you to make a reservation as soon as possible.

[Register now](#)

Spots are limited - make sure you reserve yours by **24/04/2026**.