



## Industrial Pharmacy Section Annual Report 2024

### Section accomplishments during the 2024 calendar year

A major achievement was the GMP Workshop, held with the United States Pharmacopeia before the FIP Cape Town 2024 Congress. Themed "*Innovations in Pharmaceutical Manufacturing Technologies: Implications for GMP*," it covered digital acceleration, cell therapy, and advanced manufacturing, and included an industry visit. With 39 participants in total, including professionals from the pharmaceutical and biotechnology industries, regulators, and professional associations. It was a resounding success, generating revenue and reinforcing IPS as a key professional and industry hub. Aligned with FIP Development Goals 2, 3, 4, 5, 8, 9, and 14, the workshop supported pharmacists' career growth, knowledge expansion, and networking while advancing global pharmaceutical practices and access to quality medicines.

Another achievement is the expansion of **IPS's presence on social media**, with the launch of an **Instagram account** to enhance engagement and outreach. Further details on social media metrics and performance are provided below.

Status of **2024 IPS Goals** (set in the last Annual Report):

- Goal #1: To develop the 2<sup>nd</sup> edition of IPS GMP training at the FIP Congress in FIP Congress (Cape Town), with higher number of participants, and aiming to settle this as an annual event in IPS calendar.

This goal was successfully achieved, as detailed above. Plans are already underway for the next edition of **IPS GMP training**, which will take place at the **FIP Congress in Copenhagen**, further establishing it as a recurring event in the **IPS annual calendar**.

- Goal #2: To reactivate the IPS account in X platform (former Twitter), aiming to increase the IPS participation in social media.

IPS faced hurdles within the X to reactivate its account, because when it was created several year ago, it was linked to the personal account of individuals that are no longer members of IPS ExCo. IPS will continue to work to resume its presence in X but has strategically expanded its digital presence in 2024 by launching an **Instagram account**, which has already gained 92 followers. This new platform serves as an additional avenue to connect with the pharmaceutical community and enhance IPS's online engagement. As of February 2025, the **IPS LinkedIn page** has **2,158 followers**, marking a **38.9% increase** from **1,553 followers** in February 2024. Similarly, the **IPS Facebook account** grew from **1,600 followers** in February 2024 to **1,700 followers** in February 2025, reflecting a **6.25% increase**. **LinkedIn remains the most actively used platform among pharmaceutical professionals engaging with IPS online.**

- Goal #3: To follow up the number of participants in IPS webinars (FIP Digital Events) during 2024, aiming to develop actions to convert these participations into IPS memberships.

The high frequency of IPS webinars presents an excellent opportunity to engage professionals and convert attendees into IPS members. There was a total of 3858 registrants and 1830 live attendees for the 6 webinars:

**9 Dec. AI in Drug Development & Clinical Trials (537 participants)**

**4 Dec. COVID & Sustainable Regional Manufacture (159 participants)**

**24 Sep. AI for RNA Nanocarriers (347 participants)**

**16 Jul. Inhalable Nano-Drug Delivery for Lung Therapy (275 participants)**

**11 Jun. Global Harmonization for Generic Drugs (188 participants)**

**29 Feb. Road Map for Biologics Development (323 participants)**

These numbers demonstrate consistent engagement and interest across multiple key topics, with several webinars attracting over 300 participants. Given this strong turnout, we must now focus on converting these attendees into IPS members through targeted follow-up actions. By leveraging the **large number of webinars held this year**, IPS has a strong foundation to **increase its membership base** through structured follow-up efforts. **The next step is to implement these strategies and track their impact.**

### Section goals for the 2025 calendar year

- Goal #1: To expand the number of **approved sessions** for the **FIP Annual Congress in Copenhagen**, either **led by IPS** or **developed in collaboration** with other **Sections and Special Interest Groups (SIGs)**.
- Goal #2: To organize the **3rd edition of the IPS GMP training** at the **FIP Congress in Copenhagen**, with a focus on increasing participation and reinforcing our key objective of establishing this as a **permanent annual event in the IPS calendar**.
- Goal #3: To continue the **tracking of participation** in **IPS webinars (FIP Digital Events) throughout 2025**, with the goal of implementing strategies to **convert attendees into IPS members**, and to **organize at least one regional webinar** to further expand engagement and outreach.