

Basel, July 30, 2026

QUESTEX FIERCE PHARMA AND MCH GROUP LAUNCH "FIERCE PHARMA WEEK EUROPE" IN BASEL

The inaugural Fierce Pharma Week Europe will take place June 28–30, 2027, in Basel. The annual event for the business of pharma is hosted by Questex, the owner of Fierce Pharma and Fierce Pharma Week, in partnership with MCH Group.

Fierce Pharma Week Europe brings together leaders in marketing, medical affairs, commercialization & market access, PR & communications, competitive intelligence, and market research, creating a single gathering place for cross-functional leaders driving the future of pharma.

“Fierce Pharma Week Europe creates an environment where pharma teams can learn and network across companies and across countries. Europe is not one market, and the program reflects that with dedicated sessions covering the critical issues being addressed across this fragmented space,” said Zohaib Sheikh, Head of Conference Programming, Fierce Life Sciences.

European pharma companies are facing major changes: a shifting U.S. drug-pricing policy, the European Commission’s new Life Sciences Strategy, and the rapid rise of Chinese biopharma innovation. These developments are increasingly shaping how global pharma companies view the European market, creating growing demand for a forum for this dialogue – and that is exactly where Fierce Pharma Week Europe comes in.

Topics and sessions will include:

- The New Geography of Innovation: Where Will Europe’s Next Blockbuster Drugs Come From?
- The Geopolitics of Drug Pricing: U.S. MFN, AMNOG Reforms, and JCA Implementation
- Launch Excellence: Succeeding in a Constrained Multi-Market Environment
- Building Omnichannel HCP Engagement Across Europe
- Agentic AI at Scale: Deploying Autonomous Systems in a Regulated Environment
- The UK’s Post-Brexit Pharma Strategy: The VPAG Standoff
- Building a Digital, AI-Driven Commercial Organization

“Europe is entering a new era of pharmaceutical competition, and there has never been a better time to bring the Fierce Pharma Week franchise to the region,” said Rhiannon James, President, Life Sciences, Health & Wellness. “Bringing Fierce Pharma Week to Basel puts that conversation right at the center of Europe’s life sciences ecosystem, alongside the companies and policymakers living through these changes in pricing, market access, and global competition every day.”

Why Basel?

Basel sits at the center of one of Europe’s most concentrated life sciences clusters: More than 800 life sciences companies, over 1,000 research groups, and roughly 33,000 industry professionals are based in the region. Roman Imgrüth, CEO Exhibitions & Events, MCH Group, said: “Fierce Pharma Week has been one of the pharmaceutical industry’s flagship events in the U.S. for many years. Questex’s choice of Basel as the home of its European edition underscores the strength of the local life sciences hub. With its globally recognized ecosystem, Basel is the ideal place to bring together leaders from across the industry. This partnership further strengthens Basel’s position as a premier destination for international life sciences events and reflects MCH Group’s ambition to build a world-class portfolio of globally relevant life sciences platforms.”

Program and Networking

Fierce Pharma Week Europe will offer dedicated content tracks and community zones for cross-disciplinary exchange, along with educational sessions, networking, and social events. Additional details on programming, speakers, and sponsorship opportunities will be announced in the coming months.



For more information on partnership opportunities, visit europe.fiercepharmaweek.com.

About Fierce Pharma Week

Fierce Pharma Week brings together leaders in marketing and sales, medical affairs, product development, and PR and communications to help pharma and biotech companies build the integrated, agile strategy they need. The 2026 edition will take place September 14–17 at the Pennsylvania Convention Center in Philadelphia.

About Questex

Questex creates business connections between buyers and sellers — through live events, data insights, and active digital communities that deliver measurable results throughout the year.

About MCH Group

MCH Group, headquartered in Basel, Switzerland, is a global experiential marketing company with a comprehensive service network for international clients. Its core business includes unique community platforms such as the Art Basel shows in Basel, Hong Kong, Paris, Miami Beach, and Qatar, as well as nationally significant trade fairs such as Swissbau and Giardina. The Live Marketing Solutions division, with the MCH Global, MC² and expomobilia brands, offers tailored experiential marketing solutions from strategy through creation to execution. MCH Group also operates the Messe and Congress Center Basel as well as Messe Zürich. The company employs more than 800 people, roughly half of them in Switzerland and the United States.

Media Contact

Fierce Pharma Week

Meryl Franzman
mfranzman@questex.com

Fierce Pharma Week

Katie Orrell
Korrell@questex.com

MCH Group AG

Group Media and Public Affairs Manager
Lucia Uebersax | +41 58 206 22 43 | lucia.uebersax@mch-group.com