

Global Ambassador Case Study

# Corning



**CORNING**

## CPHI Pharmapack Global Ambassadors

Become a trusted industry voice in the international pharma community as a Pharmapack Global Ambassador.

Pharmapack will be celebrating its 25th edition in 2026, and in that time, we've worked with some of the most significant names in pharma, from Schott and Körber to Pfizer and Nipro. To mark this milestone, we wanted to recognise some of our most dedicated exhibitors over the last quarter-century, and get to know them a little bit better.

Our newest Pharmapack Global Ambassador is **Corning**, a materials science company with a deep involvement in life sciences. We spoke with Katy Miles – Corning's Vice President of Global Business Partnerships, Life Sciences – to learn more about Corning, how they found out about CPHI, and what keeps them coming back to Pharmapack.



**Katy Miles**

Chief Business Development Officer

**CORNING**



# Introducing CORNING

Founded as a glassworks company in the 19th century, *Corning* has been involved in life sciences since 1915, when it invented the heat-resistant glass formula behind Pyrex, which went on to be used in the development of the polio vaccine and penicillin. As Katy Miles points out, “We haven’t stopped innovating since.”

Corning’s work in pharmaceutical packaging began in 2017 with the release of Corning® Valor® vials, a line of strengthened glass vials, which Pfizer used in its COVID-19 vaccination development in 2020. This led to a long-term purchase and supply agreement between the two companies, and gave Corning the opportunity to further expand its presence in the United States. The company is now “laser-focused” on fill-finish performance, and sustainability, launching Corning Velocity® vials in 2021 and Corning Viridian®

vials in 2023, which were designed to maximize fill-finish productivity and reduce customer Scope 3 emissions respectively.

But with more products comes an increased need for new partnerships. Miles, whose role revolves around seeking these out, puts it this way: “Pharma has bold ideas for new technologies and therapies, but the regulatory rigor can make it difficult to go fast. Therefore it is imperative that companies partner and share best practices for how to adopt these technologies and accelerate changes.”

With that goal in mind, there was no question about where Corning needed to turn next...

## STATS

**Name:**

Corning

**Founded:**

1851

**Location:**

Worldwide (headquarters in New York, USA)

**Field:**

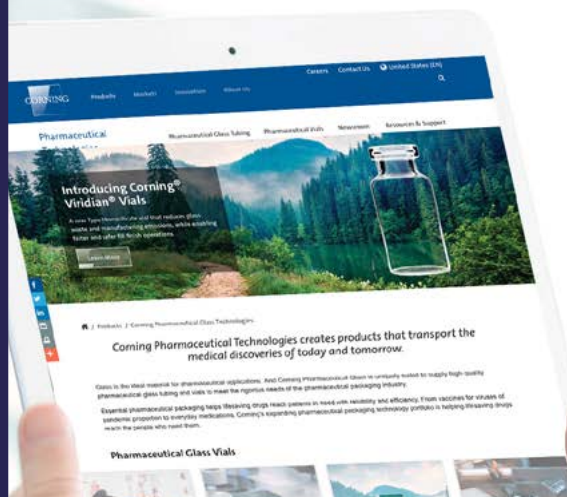
Materials Science, Life Science, Optical Physics

**Size:**

54,000+ employees

**website:**

[www.corning.com/cpt](http://www.corning.com/cpt)



## Corning's road to Pharmapack

# Why PHARMAPACK?

The 2017 launch of Corning's Valor vial was the spark they needed to bring them to Pharmapack, with Katy Miles describing her first time at the show as an "amazing experience."

"It was a great opportunity to connect with the "who's who" in the market," she went on. "And to have conversations around mutual avenues for success [which] were essential to build my understanding of the pharmaceutical packaging industry."

When asked about what attracted Corning to Pharmapack, Miles singled out the show's global reach, but gave special attention to how well it balances that international appeal with its industry niche. "I've found that this show has just the right combination of being narrow enough in focus," she elaborated.

"Yet big enough that attendees have access to many different types of technologies and technology suppliers."

It's by maintaining this balance that Pharmapack has managed to help organisations like Corning meet and connect with key partners like West Pharmaceutical Services and Nipro, since they began attending the show regularly. Indeed, as Miles notes, the company now comes to Pharmapack annually ("Even if we're not presenting") to nurture those ongoing connections.



## After the show

# Highlights

As Pharmapack approaches its 25th edition, we've not only been looking back on how far the show has come in that time, but also reflecting on how some of our exhibiting companies have grown alongside us. At our last event, attendees made more than 2,900 connections through our Event Planner App, which we introduced to make it even easier to find who you're looking for at Pharmapack

And although bringing people together is a huge part of our event, connection isn't the only thing that draws Corning back to Pharmapack. With hundreds of content sessions taking place throughout the show, with roundtable discussions featuring speakers from across the world of pharma, you're never far from a new revelation or insight. "[Pharmapack] helps us keep a finger on the pulse," Miles affirms. "It gives us a direct path to join the conversation on the latest industry needs," including a commitment to sustainability which Corning shares with Pharmapack, and CPHI's wider calendar of events.



Eight years on from their first visit, Corning have made Pharmapack a regular fixture of their calendar. What's more, as Miles explained, she feels that Corning's evolving partnership with our event reflects how the company has grown over the years. "In the early phases of our business, it was a place for us to learn more about the intricate marketplace and capture voice of customer...While it's still an excellent opportunity to help us learn and grow, it's also a critical avenue for us to connect with our customers and our industry partners."

"Between meeting new prospective customers and partners, reconnecting with established ones, and attending the presentation sessions, it is a lot to pack into your schedule, but it's all incredibly valuable."

# Do you want results like this?

Join the CPHI community and grow your business like **Corning**.

Contact us today to learn how we can support you with your specific goals.

[Explore our exhibitor sales brochure >](#)

[Speak to our dedicated team >](#)

Discover more about exhibiting at one of our events and **put yourself at the heart of pharma.**

[Visit our website >](#)