

Global Sales Meeting 2026

Istanbul, Turkey



AGENDA GLOBAL SALES MEETING 2026 | January 17th – 21st , 2026

Istanbul, Turkey

Saturday, January 17, 2026

Time	Agenda Topics	Location
Upon arrival	Welcome desk and registration: Please make sure to come to our Welcome Desk for all information.	Hilton Istanbul Bomonti Hotel & Conference Center
07:00 – 10:00 pm	Welcome-Dinner	The Globe Restaurant

Sunday, January 18, 2026

Time	Agenda Topics	Speaker/Host	Location
07:00 – 08:30 am	Breakfast		At your assigned hotel
09:00 – 09:30 am	Opening GSM 2026	Boris & Toon	Grand Ballroom Level M4
09:30 – 09:45 am	Meeting room change		
09:45 – 10:15 am	Sharing ideas – sharing success session <i>Clinical Specialists</i>	Sales Manager	MR15 – MR25B Level M2
09:45 – 10:15 am	Sharing ideas – sharing success session <i>Research Specialists</i>	Sales Manager	MR15 – MR25B Level M2
09:45 – 10:15 am	Sharing ideas – sharing success session <i>Flow Specialists</i>	Sales Manager	MR15 – MR25B Level M2
09:45 – 10:15 am	Sharing ideas – sharing success session <i>Imaging Specialists</i>	Sales Manager	MR15 – MR25B Level M2
10:15 – 10:30 am	Meeting room change		

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Time	Agenda Topics	Host	Location
10:30 – 11:00 am	Sharing ideas – sharing success session <i>Clinical Specialists</i>	Sales Manager	MR15 – MR25B Level M2
10:30 – 11:00 am	Sharing ideas – sharing success session <i>Research Specialists</i>	Sales Manager	MR15 – MR25B Level M2
10:30 – 11:00 am	Sharing ideas – sharing success session <i>Flow Specialists</i>	Sales Manager	MR15 – MR25B Level M2
10:30 – 11:00 am	Sharing ideas – sharing success session <i>Imaging Specialists</i>	Sales Manager	MR15 – MR25B Level M2
11:00 – 11:15 am	Meeting room change		
11:15 – 11:45 am	Sharing ideas – sharing success session <i>Clinical Specialists</i>	Sales Manager	MR15 – MR25B Level M2
11:15 – 11:45 am	Sharing ideas – sharing success session <i>Research Specialists</i>	Sales Manager	MR15 – MR25B Level M2
11:15 – 11:45 am	Sharing ideas – sharing success session <i>Flow Specialists</i>	Sales Manager	MR15 – MR25B Level M2
11:15 – 11:45 am	Sharing ideas – sharing success session <i>Imaging Specialists</i>	Sales Manager	MR15 – MR25B Level M2
11:45 – 01:00 pm	Light Lunch		The Globe Restaurant
03:00 – 03:30 pm	Reception Gala Dinner		Foyer Grand Ballroom Level M4
03:30 – 10:00 pm	Gala Dinner		Grand Ballroom Level M4
10:00 – 00:00 am	Party		Foyer Grand Ballroom Level M4

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Monday, January 19, 2026

Time	Agenda Topics	Host	Location
07:00 – 08:30 am	Breakfast		At your assigned hotel
08:30 – 10:30 am	Plenary Session I: <ul style="list-style-type: none"> Bringing Cell Therapy to the Bedside: The Power of Academic Point-of-Care Manufacturing (Nirav Shah) CAR T cell therapy in autoimmune diseases (Tobias Kampfenkel) 	Toon	Grand Ballroom Level M4
10:30 – 11:00 am	Coffee Break		GBR Foyer Level M4
11:00 – 12:15 pm	Plenary Session II: <ul style="list-style-type: none"> Innovation by Bioindustry: Fast-Track Clinical Translation with TCTurbo and Lentiviral Vectors (Hermann Bohnenkamp & Mario Assenmacher) Novel Technologies for Research in Cancer and Autoimmune Disease (Andreas Bosio) 	Boris	Grand Ballroom Level M4
12:15 – 12:30 pm	Closing remarks	Toon & Boris	Grand Ballroom – M4
12:30 – 01:00 pm	Group Photo	Toon & Boris	Grand Ballroom – M4
01:00 – 02:30 pm	Lunch Break		GBR Foyer Level 4
02:30 – 04:00 pm	CGT Monopoly: Play Smart, Win Big <i>Clinical Specialists</i>	Team Martha Team René	GBR 3 Level M4
02:30 – 04:00 pm	Cell Separation <i>Research Specialists</i>	Team Lotta	GBR 1+2 Level M4
02:30 – 04:00 pm	Flow Cytometry - Ignite the Spectral Momentum – <i>Flow Specialists</i> <i>Flow Specialists</i>	Team Andrée	GBR 4 Level M4

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Monday, January 19, 2026

Time	Agenda Topics	Host	Location
02:30 – 04:00 pm	Intro + MACSima updates <i>Imaging Specialists</i>	Team Bastian	MR 25 A+B Level M2
04:00 – 04:30 pm	Coffee Break		GBR Foyer Level 4
04:30 – 06:00 pm	The CliniMACS World <i>Clinical Specialists</i>	Team Gerd Team Alexander	GBR 3 Level M4
04:30 – 06:00 pm	Sample Preparation Cell culture - Cultivating success: Winning with cell culture reagents <i>Research Specialists</i>	Team Jana Team Thorsten	GBR 1+2 Level M4
04:30 – 06:00 pm	Flow cytometry - Exploring current and new markets <i>Flow Specialists</i>	Team Andrée	GBR 4 Level M4
04:30 – 06:00 pm	UltraMicroscope updates <i>Imaging Specialists</i>	Team Bastian	MR 25 A+B Level M2
06:30 pm	Shuttle to the dinner location		
07:00 – 10:00 pm	Dinner		Cicek Pasaji
10:00 pm	Shuttle to the hotel		

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Tuesday, January 20, 2026

Time	Agenda Topics	Host	Location
07:00 – 09:00 am	Breakfast		At your assigned hotel
09:00 – 10:30 am	The Landscape of CGT Analytics <i>Clinical + Flow+ Research + Imaging Specialists</i>	Team Jana	GBR 1+2 Level M4
10:30 – 11:00 am	Coffee Break		GBR Foyer Level M4
11:00 – 12:30 pm	The Landscape of CGT Analytics <i>Clinical + Flow+ Research + Imaging Specialists</i>	Team Jana	GBR 1+2 Level M4
12:30 – 02:00 pm	Lunch Break		GBR Foyer Level M4
02:00 – 03:30 pm	Unlocking Multipliers: Catalysts for Success in Spatial Biology <i>Research+ Imaging Specialists</i>	Team Jana Team Bastian	GBR 1+2 Level M4
02:00 – 03:30 pm	CGT Manufacturing & Analytics <i>Clinical + Flow Specialists</i>	Team Jana Team Caroline	GBR 4 Level M4
03:30 – 04:00 pm	Coffee Break		GBR Foyer Level M4
04:00 – 05:30 pm	New Opportunities in Regenerative Medicine: workflows for Pluripotent Stem Cells (PSCs) and Engineered Hematopoietic Stem Cells (HSCs) <i>Clinical + Research+ Imaging + Flow Specialists</i>	Team Thorsten	GBR 1+2 Level M4
07:00 pm	Dinner		The Globe Restaurant

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Wednesday, January 21, 2026

Time	Agenda Topics	Host	Location
07:00 – 08:30 am	Breakfast		At your assigned hotel
08:30 – 09:00 am	Zamto-cel communication <i>Clinical + Flow+ Research + Imaging Specialists</i>		GBR 1-4 Level M4
09:00 – 09:15 am	Meeting room change		
09:15 – 10:55 am	MACS Quant Tyto <i>Research + Flow Specialists</i>	Team Andrée	GBR 1+2 Level M4
09:15 – 10:55 am	Explore booth setup <i>Clinical + Imaging Specialists</i>	Team Marketing Sales Manager	Foyer Level M4 & MR15 – MR24 & BRD1 - BRD3
10:55 – 11:20 am	Coffee Break		GBR Foyer Level M4
11:20 – 01:00 pm	Clinical Roundtables <i>Clinical Specialists</i>	Team Martha	GBR 3 Level M4
11:20 – 01:00 pm	2026 user group meetings <i>Imaging Specialists</i>	Team Bastian	MR25 A+B Level M2
11:20 – 01:00 pm	Explore booth setup <i>Research + Flow Specialists</i>	Team Marketing Sales Manager	Foyer Level M4 & MR15 – MR24 & BRD1 - BRD3 Level M2
01:00 – 01:15 pm	Closing GSM 2026	Boris	GBR1+2 Level 4
01:15 – 02:30 pm	Lunch		GBR Foyer Level M4
02:30 pm	Bus departure to sightseeing tour		Entrance of the Hotel
07:00 pm	Farewell Party		Cistern Istanbul
Afterwards	Shuttle back to the hotel		

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Thursday, January 22, 2026

Time	Agenda Topics	Host	Location
07:00 – 11:00 am	Breakfast		At your assigned hotel
	Individual departures – please check the transfer list at the welcome desk in the lobby.		