

INTERVIEW

COSMOFARMA*A Great Focus on Internalization*

EXPORT MAGAZINE INTERVIEWS DINO TAVAZZI, MEMBER OF THE BOARD OF SOGECOS-FIERE BOLOGNA.

EXPORT MAGAZINE: What will the next **Cosmofarma** focus on?

DINO TAVAZZI: The 2013 edition will have a great focus on internationalization, because we want **Cosmofarma** to become a point of reference for the whole of Europe in the pharmaceutical world. We know that this is characterized, in general, by the presence of many multinational corporations, but if we look closely at the sector of cosmetics in chemists', we can see many small companies. What is certain is that there are many Italian firms that want to export their products and many foreign companies that could be interested in entering the Italian or other markets. This is why we have started, in this edition of **Cosmofarma**, collaborating with the Spanish, British, French and German Chambers of Commerce to have small collective participations at the event.

This is as far as the companies are concerned, but we are also taking steps to have a good number of buyers, guests of our organization, come for B2B meetings with our exhibitors. These buyers come from Western Europe (France, Spain, UK and Germany),



Eastern Europe (Russia, Ukraine, Bulgaria and Romania), Turkey and North Africa (Egypt, Tunisia and Morocco).

EM: Can you tell us something about the layout of the event?

DT: It will essentially reflect that of 2011. There will be three pavilions, one dedicated to Pharmaceuticals and Health and Beauty, one to Cosmetics and Natural Products,

Food and Diet products and one dedicated to Services for the Chemist's: furnishings, software, illuminated signs and everything needed to set up a chemist's from scratch. There will also be the Services centre which will be dedicated to the exhibition of the four focuses of 2013 (food, pet, baby and orthopaedics) and a dedicated area to a showcase of new products. We will offer all the exhibitors presenting products in the four new areas visibility in this thematic showcase to give prominence to some product lines which are perhaps not the core business of a company and not known by everyone. The part dedicated to the showcase of new products will house the product launches of any company in any sector. Obviously, each showcase will have a reference to the stand of the exhibiting company. In the area dedicated to the showcase, here will also be room for those company that offer services for chemists' and want to offer a new layout or a new idea: here they can have an opportunity for visibility which in the case again directs visitors to the company's stand.

EM: A large part of the event will be devoted to lectures, seminars, CEM courses ... Why is it your intention to further develop this aspect of the show?

DT: Because we think it is one of the values of the event. It is our objective to make **Cosmofarma** an event where chemists come for professional enrichment, to grow, to get to know what's new, to obtain more information on topical issues which can be of use in their business. Therefore, to go in this direction, we have added in this edition a part of conferences conceived and organized by ourselves, which emphasize some topics, for example the grouping of chemists' or chains of chemists', the presentation of services which can be offered in chemists' (such as beauty treatments in booths). There will be conferences of a technical-scientific nature, in collaboration with university lecturers. The role of the chemist as a link between the citizen and the national health service will be discussed; there will be in-depth study on the role of the chemist as a consultant for the consumer;



we will dedicate space to marketing in the Chemist's and those initiatives that the advanced chemist has to undertake to make consumers want to enter the chemist's even they do not want to buy a prescription drug. New instruments, because the value of the prescription drug is decreasing with the entrance of generic, because chemists see their turnover reduced and so they have to change.

We will try to bring to **Cosmofarma** practical cases of success by European chemists'.

EM: Another important innovation this year is the Observatory of the relationship between Italians and the chemist's ...

DT: Yes, this is a study that we commissioned from Astra Ricerche and therefore from Prof. Enrico Finzi, with the objective of investigating the relationship between the Italian with the chemist's, compared to other channels of purchase. In essence, what are the reasons that drive the consumer to this channel, with respect to supermarkets or perfumeries. We asked what the client is looking for in the chemist's: competence, assortment, specialization...

The answers to all these questions, which will also concern a study on the four new areas of focus of 2013 (food, pet, baby and orthopaedics), will be compared with analyses made in the past, to see in which direction there has been movement. This part of the study will be followed by another analysing not the sociological aspects, but the economic ones: the trends, the performances in these sectors, the main companies that operate in them, successful cases of chemists' that have offered these sectors and have had benefits. The study will be presented at **Cosmofarma** on the Friday.

EM: What does the new digital platform of Cosmofarma include?

DT: It has a completely modified website, with new graphics, which should allow any user – whether visitor or exhibitor – to find the information online very easily. The site has sections dedicated to the new features, is updated with the interviews of exhibitors who thus become our testimonials, it studies the topics of the event and what is behind them in terms of facts and information. The website is completed by the initiatives we have started on the social networks: Facebook, Twitter and LinkedIn. These are new ways of spreading information. We are at the beginning but we see that we have already had interesting responses, especially from young chemists who use the social networks.

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