



COSMOFARMA
EXHIBITION

LOOK BEYOND.
DRIVEN BY PASSION.

5 - 7 MAY 2017 BOLOGNA (ITALY)

THE 21st EDITION OF COSMOFARMA EXHIBITION COMES TO THE END WITH RECORD RESULTS

Bologna (Italy), 7 May 2017 – Cosmofarma Exhibition, organized by Bologna Fiere Group, has come to the end with record numbers, confirming its leadership as the reference event for the pharmacy world.

"The 21st edition confirms its role as the not-to-be-missed opportunity for both companies wishing to increase their business, and professionals who are looking for updates on the sector - says **Franco Boni, President of Bologna Fiere Group** – Cosmofarma is a unique format which gathers together under one roof the best companies and the most qualified experts. The growing results of this year are the best proof: **more than 400 exhibitors, over 1000 brands, an exhibition area increased up to 6%**. The number of visitors attending the show went higher than 32.000 registrations. **49 buyers came from 29 countries** and took part at **740 meetings** with companies. This edition has been specially dedicated to innovation and research, with more than 90 conferences and a prestigious award recognizing the attention to technology and research of 15 innovating companies".

Cosmofarma Exhibition 2017 has seen the participation of companies working for the evolution of the pharmacy into a place more and more focusing on wellbeing and prevention.

The sell-out for skin cosmetics and functional food is growing, with a +15% in the last 2 years. For cosmetics, as declared by **Stefano Fatelli, President of Gruppo Cosmetici in Farmacia of Cosmetica Italia – Personal Care Association**, the pharmacy represents a sell-out value of more than **1.800 million euro**, 18,5% of the total of the cosmetic market, the third distribution channel after GDO and perfumery. The pharmacy is the most renown channel for consumers who trust in the pharmacist, in his/her specialization and in his/her care for the customer service.

The pharmacy world seen at Cosmofarma 2017 is facing important changes, in order to grant to its customers a greater variety of services. Companies and professionals in Bologna had the chance to discuss about the future of the sector, following the claim of this edition, "**Look beyond, driven by passion**". Focusing on this topic, great attendance has been registered at the **Cosmofarma Business Conference**; Sergio Dompé, President of Dompé Pharmaceuticals, Marco Grieco for EY and Claudio Marenzi, President of Herno, Confindustria Moda and Pitti Immagine, spoke about their job and their strategy, influenced by their passion and their unconventional view on the perspectives of their companies.

"The issues analyzed at Cosmofarma this year have been of great interest for a pharmacy sector which wants to keep up with nowadays needs and reinforce its healthy and social role on the territory - says **Annarosa Racca, President of Federfarma** – The new products, the conferences and the debates of this edition helped a general technological and professional update. For us as Federfarma it has been really important to present, during our annual Congress, the new logo for *Farmacia dei Servizi –Federfarma*: not only a simple graphics, but the symbol of our networking, of our walk all together towards evolution for a professional activity with a deeper social impact both on big cities and small towns in Italy".

Among all the initiatives, spotlights on innovation and research with the **Innovation e Research Award**. The project, born in 2015, has honored 7 companies with its most innovative products, chosen by a selected jury.

8 *start-up* and *spin-off* companies participating in the **Cosmofarma Start-Up Village** have been selected by international leading companies of the sector, collaborating in the development of their projects.

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Technology and Research have been the protagonists of lots of conferences during the show. QuintilesIMS spoke about the “augmented pharmacist”, focusing on the effects of the latest technological discoveries and of Artificial Intelligence on the daily professional routine. The new digital opportunities for a modern pharmacy have been analyzed as well, so to best follow the needs of patients.

Food supplements and nutraceuticals played a key role during the first edition of the **Nutraceuticals Conference by Nuce**, which proposed conferences and updated on the role of food supplements, nutraceuticals and cosmeceuticals during the whole life of patients, from childhood till old age, and of animals as well. Great interest on the congress on the nutritional properties of the new food of the future, that is to say insects and seaweeds, which are considered the next protein suppliers for mankind. The Nutraceuticals Conference involved the most important associations of the sector, international experts and opinion leaders.

For further information: www.cosmofarma.com

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COSMOFARMA EXHIBITION

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