

CRUCIAL, AS TO BE THERE.

BOLOGNA - ITALY

APRIL 20 - 22, 2018

RECORD NUMBERS FOR COSMOFARMA EXHIBITION

More than 35,000 pharmacists and professionals for the pharmacy world attended the show in Bologna

The 22nd edition of **Cosmofarma Exhibition**, the reference event for the world of pharmacy, has come to the end with record results. **More than 35,000 pharmacists and professionals** attended the show, entering in contact with the **400 leading exhibiting companies**. Great affluence has been recorded in the **over 80 conferences** which took place, with the participation of scientific experts and associations.

"Once again the format of Cosmofarma, which combines exhibition space and training, proved successful – says **Gianpiero Calzolari, President of BolognaFiere Group** - Cosmofarma helps having a full overview of what is pharmacy today: the attention paid on the need for prevention, the digital evolution influencing the sector and allowing more performing services towards clients, the specific relation with the pharmacist and the key role of the pharmacy as presidium for wellbeing. Cosmofarma is a reference event for the sector in Europe, as stated as well by the **growth of the exhibition show floor by 10%**. The time is ripe for a major leap forward towards internationalization, making Cosmofarma a mediator for companies looking for new business opportunities abroad. BolognaFiere will kick off an initiative that will see Cosmofarma in Russia, in Moscow. We will begin with a conference, during the event dedicated to the health world that takes place in December in Moscow, and we will work for an effective participation with the involvement of the best Italian companies. The Russian pharmaceutical market is based on imported drugs, with a population of more than 140 million people, and according to data from the IQVIA Research Institute it is becoming the world's eighth pharmaceutical market. The country is therefore an attractive reality for the import-export business".

"I am satisfied with the participation of my colleagues and the liveliness of this edition of Cosmofarma, to which I am taking part as President of Federfarma for the first time – says **Marco Cossolo, President of Federfarma** - In the three conferences organized by Federfarma, up-to-date issues were explored. First of all, the new role of pharmacy in the evolution of the NHS, grappling with the need to follow an aging population in a context of limited economic resources. On this subject, only a few hours before the event, important positive changes were made regarding the financing of the pharmacy services. And in the debate with the Institutions and with the elected Colleagues, the new role of pharmacy and the need for the financing of services was shared by Regions as well. The entry of capital into the property of the pharmacy, as a result of competition law, has been analyzed under various aspects as well as the adaptation to the new privacy legislation, which will be confirmed in a few days, with all the obligations provided for the owner. The technical solutions that Federfarma, through Promofarma, offers to Italian pharmacies have been illustrated. I strongly believe in teamwork, the principle on which the current management of Federfarma and Sunifar have been focusing from the very beginning, and in sharing the path with the other important players in the sector, FOFI and Utifar, with whom we are working synergistically, foreseeing important news also for the future".

This year, the partial conjunction, on Friday 20 and Saturday 21, with **Exposanita**, the international exhibition at the service of health care and assistance, has contributed to increasing the level of contents available to pharmacists, companies and professionals. For a week Bologna has brought together the world of health and prevention: great participation of citizens in the **Bologna Health Week**, with 63 pharmacies in the city that provided examinations at a discounted rate, from blood screening (glycaemia and lipid profile), to electrocardiogram and pressure measurement.

Visitors appreciated the new pavilion 32, with the presence of the main players in the intermediate distribution and new aggregative formats that are entering the market, following the new scenarios opened by the approval of the 124/2017 law. Among the companies attending, Alphega Pharmacy, Cef, CFL, Corofar, Farla, Farmacentro, Farvima, Federfarma Co, Lloyds Pharmacy, Sofarmamorra, Unico, Unifar.

Among the more than 80 conferences that have enriched the calendar of Cosmofarma training events, great success for sessions focused on the digital evolution and the new perspectives for the pharmacy, the symposia dedicated to dermo-cosmetics and the in-depth analysis of the market transformations following the entry of finance into the sector. The **Cosmofarma Business Conference**, the key event of the show dedicated to the transformation of the health sector, has been particularly interesting. Marco Cossolo, President of Federfarma, Andrea Gentile, professional journalist and coordinator of the website of Wired Italia, Sergio Liberatore, CEO and General Manager of IQVIA Italia, and Roberto Totò, Chief Operations Officer and Director of Business Development at Humanitas San Pio X - Humanitas SpA took part as speakers.

Great attendance also for the appointments on Friday and Saturday as part of the **Nutraceuticals Conference by NUCE**, with conferences dedicated to nutraceuticals and food supplements, a sector that has grown in Italy by 7% in the last year.

A significant space has been given to innovation and research: on Friday 20 April, at the Innovation Night, awards were presented to the best products and services offered by exhibiting companies: the **Innovation & Research Awards**.

Finally, Cosmofarma Exhibition hosted the fourth edition of **Cosmofarma StartUpVillage**, organized in collaboration with Wellcare, a Marketing and Communication agency specialized in the health and wellness sector. The initiative aims at facilitating networking between the leading companies in the market and the new projects presented by young start-ups, to encourage the evolution of products and services for customers. For the first time the Italian start-up system met the Irish one, with the aim of building mutual collaborations: the importance of this first meeting was sealed by the presence of the Ambassador of Ireland in Italy, Mr Colm O'Flóinn, who brought his greeting.

For further information: www.cosmofarma.com

COSMOFARMA EXHIBITION

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