



COSMOFARMA®

EXHIBITION

BUTTERFLY EFFECT

GRUPPOVENTO.IT

Performance

11 - 13 APRIL 2025 | BOLOGNA | ITALY

Project and direction

BOS
Bolognafiere | Senaf

In collaboration with

Bologna Fiere

COSMETICA ITALIA
associazione nazionale imprese cosmetiche

tecniche nuove
MEDIA

IQVIA

Under the patronage of

Federazione Ordini Farmacisti Italiani

FE Cannavò

federfarma

EUTIFAR
Unione Tecnica Bologna farmacisti

12 • 13 April
together with

health ability
EXPERIENCE

CARE. INSPIRATION. EVOLUTION.

In today's fast-paced and technological age, the importance of human value and the individual is becoming increasingly fundamental.

The concept introduced in the previous edition continues to evolve and integrates with the performance aspect, culminating in the emphasis claim TO PERFORM.

This encourages focusing not only on what and how things are done, but also on measuring them quantitatively and qualitatively. Pharmacy is not just a health service but also embodies outcomes, empathy, passion, and opportunities. It forms an ecosystem that needs to be evaluated and appreciated.

The butterfly is a powerful symbol of transformation - a unique and valuable intermediary phase between today and tomorrow. This concept is best encapsulated by the Butterfly Effect, a famous idea from physics that illustrates how small, microscopic changes can have a global impact on a larger scale. Just as individual players in the pharmacy sector can influence the entire system through small, everyday actions: performance can lead to significant other performance.

Like the butterfly, our ecosystem is continually evolving, creating shared value for all stakeholders, both commercially and socially.

COSMOFARMA IS

Cosmofarma is the annual event dedicated to the world of pharmacy, a platform to build brand awareness, a moment to do business together with the key players of the market, to meet the community, discover new trends, training and updating.

NETWORK • BUSINESS • TRENDS

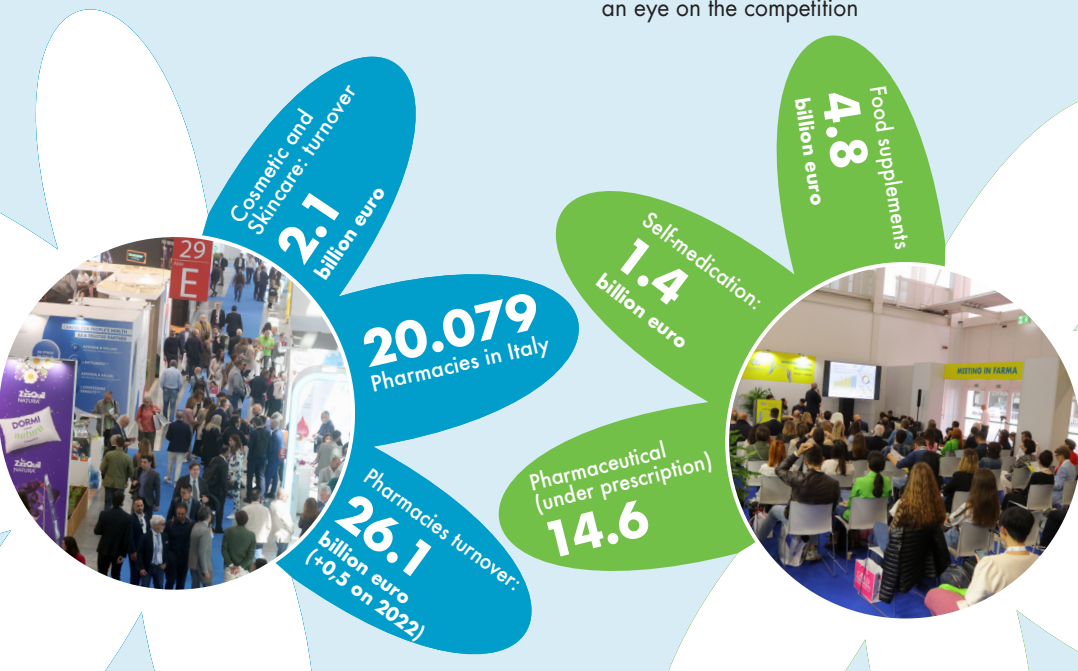
COMMUNICATION • TRAINING

OPPORTUNITIES.

WHY ATTEND

Meet Italian distributors, international partners and qualified leads

- Forge new business relationships and develop your network
- Increase your brand awareness
- Network with industry peers and technical experts
- Explore the latest trends to stay up-to-date
- Showcase your newest products and keep an eye on the competition



EXHIBITING AREAS



PHARMACEUTICAL, PARAPHARMACEUTICAL, HEALTH CARE

specialised medicines, generic, homeopathic and phytotherapeutic drugs, early-childhood ranges, orthopaedics, dental and ophthalmic products, self-diagnosis tools, medication ranges;



DERMOCOSMETICS

products for personal hygiene and body care, oral hygiene, make-up, hand, foot and nail care, natural cosmetics;



NATURAL PRODUCTS, NUTRITION AND DIETING

supplements, nutraceuticals, diet products, foods for people with intolerances;



SERVICES FOR PHARMACIES

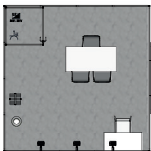
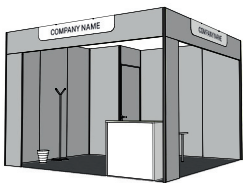
shopfittings for pharmacies, luminous signage, automated drug-dispensing machines, automated distributors, IT, merchandising, packaging;



NETWORKS, DISTRIBUTION, CONTRACT MANUFACTURING

depository-licensee, intermediate distribution, pharmacy chains, contract manufacturing.

READY STAND



Cosmofarma offers full optional stands to its international exhibitors.
Special rates until October 31st, 2024

SPECIAL RATES UNTIL OCTOBER 31ST, 2024

9 sq.m.	€ 4,500.00
12 sq.m.	€ 5,750.00
16 sq.m.	€ 7,000.00

STANDARD RATES FROM NOVEMBER 1ST, 2024

9 sq.m.	€ 5,000.00
12 sq.m.	€ 6,200.00
16 sq.m.	€ 7,200.00

The package includes: fully finished stand with table, chairs, reception desk with stool, storage, shelves, country flag, registration fee and mandatory technical supplies fee.



INTERNATIONAL BUYER PROGRAM

International Buyer Program: to encourage the meeting and relations between supply and demand, connecting companies or pharmacies' owners with national and international buyers during meeting in a dedicated area.



PROMOTION

Communication: the opportunity to take advantage of an integrated communication plan and the synergy with Tecnica Nuove Group through the platforms dedicated to the pharmacy sector.



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CONTACTS

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#cosmofarma2025 | #cfarma25 | #cf25
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WATCH THE BEST OF 2024

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