



COSMOFARMA[®]

EXHIBITION

Synergy at the heart

CLOSER ENCOUNTERS

13 • 15 MAY 2022
BOLOGNA • ITALY



Project and management

BOS
Bolognafiere | Senaf

In collaboration with

Bologna Fiere  **tecniche nuove**

 **COSMETICA ITALIA**
associazione nazionale imprese cosmetiche

Under the patronage of

 Federazione Ordini
Farmacisti Italiani

FFC
annavò

 **federfarma**

UTIFAR
Unione Tecnica Italiana Farmacisti

13 May together with

 **EXPOSANITA'**
MED • CARE • INNOVATION

11 - 13 May 2022

COSMOFARMA EXHIBITION

WHO WE ARE

Cosmofarma Exhibition is the leading event in Europe dedicated to products and services related to the **world of pharmacy**. It represents the perfect platform to foster new business opportunities and profitable relationships among **key players** of the sector.

Cosmofarma is the perfect stage for **new projects and ideas** related to innovation in the pharmaceutical world.

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, 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 Exhibition organizes **country pavilions** gathering together foreign companies from different countries, in order to increase their visibility.



SPECIAL RATES UNTIL JANUARY 20TH, 2022

9 sq.m.	€ 4,200.00
12 sq.m.	€ 5,100.00
16 sq.m.	€ 6,200.00

STANDARD RATES FROM JANUARY 21ST, 2022

9 sq.m.	€ 4,600.00
12 sq.m.	€ 5,600.00
16 sq.m.	€ 6,800.00

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

SPECIAL EVENTS

COSMOFARMA Sport Zone

Is the area dedicated to all the realities that revolve around the world of sport in pharmacy.

COSMOFARMA Young

Is the area dedicated to young companies, promoters of innovation, creativity and a new concept of pharmacy and industry.

COSMOFARMA PetCare

An opportunity to present the new trends and new products of the petcare world to pharmacists and to facilitate communication between pet owners and veterinarians.

COSMOFARMA JUNIOR IN FARMA

A special initiative dedicated to child care products and services.

COSMOFARMA DIGITAL

This initiative proposes a focus on products and services dedicated to the IT and digital management of pharmacies.



THE ITALIAN PHARMACY MARKET

Pharmacies turnover:
24.6 billion euros

Supplements: turnover of
3.8 billion euros

Self-medication: turnover of
2.3 billion euros

Cosmetic and Skincare: turnover of
2.7 billion euros

19,660 pharmacies

6,365 parapharmacies



INTERNATIONAL BUYER PROGRAM

Thanks to its extensive network of contacts, Cosmofarma promotes the meeting with national and international buyers.

The International Buyer Program is a platform combining trade show and tailor-made B2B meetings for those companies who wish to expand their business worldwide.



PROMOTION

Cosmofarma implements a wide range of promotional activities which guarantees maximum visibility to the event and its protagonists, also thanks to the synergy with Tecniche Nuove Group.

The communication plan includes
**national and international trade publications
newspapers | magazines | newsletter and website
| social media**



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CONTACTS

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#cosmofarma #cfarma22

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