



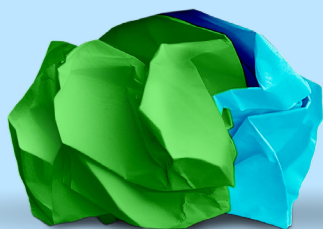
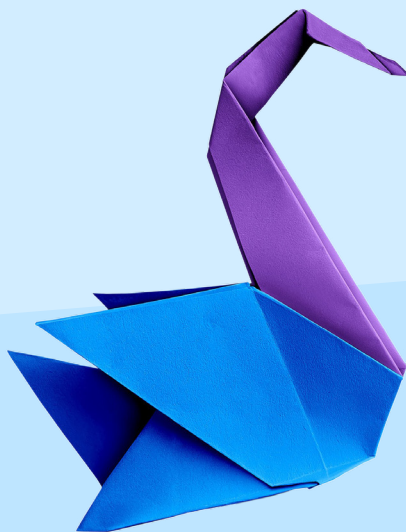
COSMOFARMA®

EXHIBITION

HUMAN VALUE

GRUPPOVENTO.IT

CARE.
INSPIRATION.
EVOLUTION.



BOLOGNA
19TH - 21ST APRIL 2024

Project and management

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COSMETICA ITALIA
associazione nazionale imprese cosmetiche



tecniche nuove



IQVIA™

On the **19TH April** together with



EXPOSANITA'
HEALTH • CARE • INNOVATION

17TH • 19TH Aprile 2024



COSMOFARMA®

EXHIBITION

HUMAN VALUE



CARE. INSPIRATION. EVOLUTION.

The #Cosmofarma2024 communication campaign, wants to highlight the challenges of the sector, and at the same time stimulate - why not provoke - but also inspire the market.

The claim "Care. Inspiration. Evolution." involves three key concepts: taking care as value, synonymous of attention, commitment and support; inspiration as the spark that turns ideas and creativity into concrete projects and evolution as personal and professional improvement.

The focus is on the individual and on the enhancement of the skills of each one, but always taking in mind the technology as digitization and artificial intelligence

can support and integrate – and not replace - the work of the human being.

The payoff emphasizes the importance of human value, the empathy and the expertise, especially when it comes to health professions, such as the pharmacist.

To support this message, the visual of the campaign show the concept of evolution in a playful and captivating way, related to inspiration; an improvement that starts from the human and change thanks to the integration with technology.

Origami is the art of create the most varied shapes from what is a simple sheet of paper, which represents the idea. Create through inspirations, to grow, change, improve to be able to evolve, and why not, fly.

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



19.997
parapharmacies

Cosmetic and Skincare:
turnover of

2.0
billion
euros

Pharmacies
turnover:

25.8
million
euros

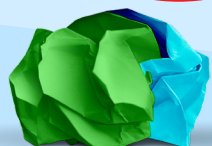
Self-medication:
turnover of

2.6
million
euros

Supplements:
turnover of

4.5
million
euros

5.000
pharmacies



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 November 18th, 2023

SPECIAL RATES UNTIL NOVEMBER 18TH, 2023

9 sq.m.	€ 4,400.00
12 sq.m.	€ 5,400.00
16 sq.m.	€ 6,800.00

STANDARD RATES FROM NOVEMBER 19TH, 2023

9 sq.m.	€ 4,900.00
12 sq.m.	€ 5,900.00
16 sq.m.	€ 7,000.00

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 Tecniche Nuove Group through the platforms dedicated to the pharmacy sector.



CONTACTS

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www.cosmofarma.com

#cosmofarma2024 | #cfarma24 | #cf24

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