



SUSTAINABLE INTERCONNECTIONS

BOLOGNA - ITALY

5 - 7 MAY 2023



Project and management

BOS
BolognaFiere | Senaf

In collaboration with

 **Bologna
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 **tecniche nuove**

 **COSMETICA ITALIA**
associazione nazionale imprese cosmetiche

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SUSTAINABLE INTERCONNECTIONS

"Sustainable interconnections" encompasses the macro-themes of great contemporaneity for the pharmacy world that will be addressed in this edition: sustainability, green, smartness and the ability to stimulate interconnections between different realities.

The pay-off smart&green reinforces this intent. The visual gives a graphic interpretation: two hands weaving threads, bringing out the interconnections: one hand represents the human

and empathic component, the other represents the digital and impalpable one. The synergetic and combined work between them accompanies us towards a future that we are already living.

The choice of yellow represents a chromatic break with previous editions and with the colours traditionally associated with the world of pharmacy: an euphoric and disruptive colour that expresses positivity, trust and optimism towards a brighter future.

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 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

4,110
parapharmacies

Cosmetic and Skincare: turnover of

1.9
billion euros

Pharmacies turnover:

24.4
million euros

Self-medication: turnover of

2.2
million euros

Supplements: turnover of

3.8
million euros

19,901
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, 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 NOVEMBER 18TH, 2022

9 sq.m.	€ 4,300.00
12 sq.m.	€ 5,150.00
16 sq.m.	€ 6,400.00

STANDARD RATES FROM NOVEMBER 19TH, 2022

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

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

Thanks to the 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 btob 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**



CONTACTS

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#cosmofarma2023 | #cfarma23 | #cf23

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