

# SEE YOU AT COSMOFARMA!

April 17-19, 2020 | Bologna - Italy



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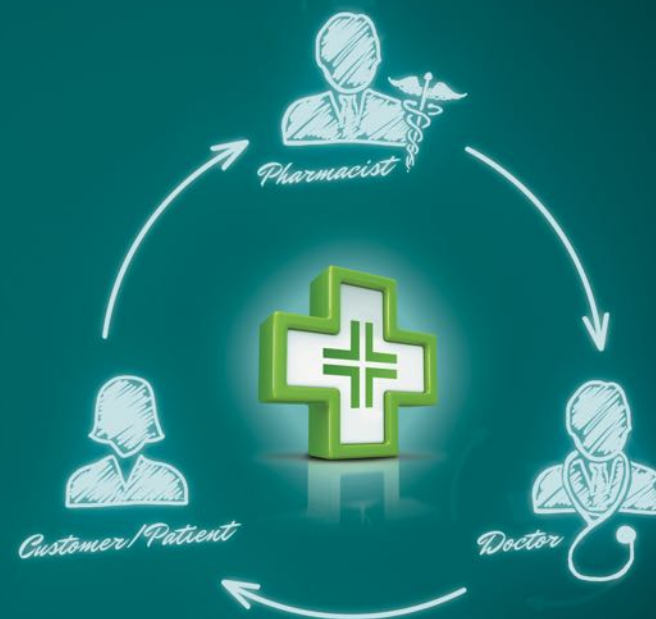
**www.cosmofarma.com**

#cosmofarma #cfarma20



**COSMOFARMA®**  
EXHIBITION  
Education at the heart

## THE WINNING FORMULA



**BOLOGNA - ITALY**  
**APRIL 17-19, 2020**

Project Management

**BOS**  
BolognaFiere | Senaf

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Sponsorship by

**federfarma**

In cooperation with

**Bologna Fiere**  
**senaf**  
MESTRE FIERE

**COSMETICA ITALIA**  
**tecniche nuove**

April 17  
together with

**EXPOSANITA'**  
MED + CARE + INNOVATION  
April 15-17, 2020

 **BOLOGNA Capital of Healthcare**

## 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.

At Cosmofarma you can find the most important international companies, such as: Becton Dickinson Rowa, Chicco, Chiesi, Clarins, Collistar, Dompè, Enervit, Gollmann, Lierac, Manetti & Roberts, Mylan, Named, Nestlé, Phyto, Pierre Fabre, Piktare, Procter & Gamble, Sanofi, Schwabe Pharma, Solgar, Teva and Th. Kohl.

Moreover, Cosmofarma is the perfect stage for **new projects and ideas** related to innovation in the world of pharmacy.



## 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.

## SECTORS



- **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).

**35.000+**  
VISITORS

**400+**  
EXHIBITORS

**+15%**  
SHOW FLOOR

**80+**  
EVENTS

EDITION 2019

## INTERNATIONAL BUSINESS

Cosmofarma 2019 welcomed **exhibitors, visitors and buyers** from 22 countries. They all played an active part in a highly successful **International Buyer Program**.

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. **More than 650 B2B meetings** were organized between exhibitors and buyers in 2019.

The **International Buyer Lounge** is an exclusive B2B area where supply and demand are matched perfectly to boost new business opportunities. International buyers have their own desk to meet interesting companies according to their needs.



## THE ITALIAN PHARMACY MARKET

- **19,300** pharmacies
- **6,365** parapharmacies
- Pharmacies turnover: **24.4 billion euros**
- Cosmetics and Skincare: turnover of **2 billion euros**
- Supplements: turnover of **3.7 billion euros**
- Self-medication: turnover of **2.3 billion euros**

## READY STAND

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

Prices:

**9 sqm € 4,000**  
**12 sqm € 4,900**  
**16 sqm € 6,200**  
**24 sqm € 8,700**

The package includes: fully furnished stand with table, chairs, reception desk, storage, shelves, country flag, registration fee, insurance, electricity, stand cleaning and car park.

