



Pharmintech

Exhibition for the pharmaceutical, nutraceutical and personal care industry

Bologna, Italy
May 12-14, 2010

NEWS

Milan, September 2009

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Pharmintech, the international exhibition for technology, materials and services for the processing and packaging of pharmaceutical, personal care and nutraceutical products taking place at BolognaFiere from May 12th to 14th 2010 is bound to be the event to fulfill the needs of different industrial segments: visitors include production, marketing and sales managers, in addition to decision-makers from top management and Research and Development departments.

Visitors are high-profile professionals from a variety of companies. The participation of visitors from major pharmaceutical companies is significant: one-third of visitors work in companies employing more than 250 people. For decision-makers from important pharmaceutical companies, Pharmintech is really the place to be!

[For further information download the facts & figures of Pharmintech 2007](#)

Sergio Dompè president of Pharmintech

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Sergio Dompè, president of [Farindustria](#) - the Italian Association for the Pharmaceutical Industry - will hold the office of president of Pharmintech 2010. As former president of the 2007 edition, his appointment clearly shows Pharmintech's growing importance for the pharmaceutical business community and underlines the uniqueness of the exhibition, the only one of its kind in Europe, with a strong international reach.

Sergio Dompè is highly esteemed both as an industrialist and for his institutional role as president of the Italian Association for the Pharmaceutical Industry. Mr. Dompè, in addition to being the president of the Association, leads Holding Dompè Farmaceutici, an industrial group working in many fields including pharmaceuticals and biotechnology. It employs about 800 people and has a turnover of 451 million Euros.

Such a key figure accepting the role offered by the organizer of the exhibition, Ipack-Ima spa, gives Pharmintech an exceptional prestige, and testifies to the key role the exhibition is already playing in the pharmaceutical industry, when its third edition is yet to be staged.

[View the exhibition's profile](#)

Contract manufacturers together in Farindustria

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The Contract manufacturers' Group within Farindustria is an idea born out of Pharmintech. The appointed president is Paolo Lanfranchi from Doppel Farmaceutici. Founding companies include some of the major medium- to large-size companies of the industry, widely acknowledged as excellent examples of quality and productive flexibility: CT Sanremo, Doppel Farmaceutici, Hospira, IBN Savio, Farmigea, Lisapharma, Montefarmaco, Temmler, Zeta Farmaceutici.

The initiative is promoted by Farindustria president Sergio Dompè and represents a significant acknowledgement of the importance of contract manufacturing, a growing and successful tendency worldwide.

According to the analyses carried out by the Pharmintech Observatory, which examines the segments connected to the pharmaceutical industry, contract manufacturing worldwide today have a total value of 26 billion dollars, and demand is expected to grow to 40 billion dollars by 2011. In Italy there are approximately 80 contract companies, employing 2,900 people with a yearly business volume of 550 million Euros.

Pharmintech 2010 will feature a special area dedicated to contract manufacturing.

Communication: slow-release, widespread coverage

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Pharmintech 2010 features an even richer promotional plan, designed to ensure a complete coverage and ongoing information for visitors. The communication plan for the next edition includes important investment on the domestic and international market, with a double objective: to build visitor loyalty and expand the exhibition's international reach.

The program features road-shows presenting the event, direct marketing, buyer delegations from Eastern Europe, the Mediterranean Basin, Asia and Latin America and groups of journalists from trade publications. This articulate plan is made possible by the agreement signed between [Assografici \(The Italian Printing and Paper Converting Industries Association\)](#) and [ICE \(Italian Trade Commission\)](#) with the objective to ensure international visibility for the event and target those markets with the highest growth potential.

The advertising campaign "Technology with a fizz" has already started on the main Italian and international trade publications to support Pharmintech's brand on the global market. To build anticipation and spark interest in the event, organizers have signed co-marketing agreements with select trade publications and associations to attract visitors through synergic actions.

[View the list of publications included in the Pharmintech promotional plan](#)



Pharmintech's international promotion includes sponsoring some of the most influential conventions for the pharmaceutical industry. An outstanding example of the international events taking place in the second half of 2009 is the Joint Conference organized by PDA (Parenteral Drug Association) and EMA (European Medicine Agency).

The conference, on stage in Berlin from October 13th to 16th 2009, will focus on "Ensuring Patient Safety through Supply Chain Control and GMP" and Pharmintech will sponsor the session dealing with "Manufacturing and GMP" on schedule on October 14th.

In addition, the international conference "Designing Quality, Efficiency and Sustainability into Pharmaceutical Processes", staged by Pharmintech's organizer Ipack-Ima spa, in cooperation with ISPE (International Society for Pharmaceutical Engineering) and PDA will take place on May 11th 2010, the day before the exhibition's official opening.

To learn more don't miss the next issue of Pharmintech News.



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