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PHARMEVOLUTION 2014, SPOTLIGHTING THE VERY BEST ITALIAN PHARMACY MARKET HAS TO OFFER

admin | settembre 17, 2014 | News | Nessun commento

Pharmevolution is a regular event for leaders in the field, an increasingly important showcase confirming the role of pharmacy as a central hub in the relations with the Italian National Health Service, the pharmaceutical industry, wholesalers and drugs distributors, general medicine doctors and course users.

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The 2014 edition of Pharmevolution will be held on 27th and 28th September in the exclusive exhibition area "Etnafiore" of Belpasso, in the province of Catania.

There is a lot of innovation in the program for the fourth edition of Pharmevolution, which promises to be even richer in its formula and content. In its three thousand square meters plus of exhibition space, you can see a preview of the latest news from companies specialized in the production and distribution of goods and services related to the world of health, wellness, beauty and cosmetics.

"An event that proves – if proof were needed – the desire of the sector to respond to the crisis and take back the fate of pharmacy; no longer a 'target' of regulatory measures and unfair taxation, but an active partner in decision-making on the path of approaching the model of the 'Ministry of Health' outlined by the decrees on services. According to the tradition begun last year, we will not be able to miss the host nation, whose ambassador will be the sponsor of the event," states Vice President of Federfarma, the Italian Pharmacy Owners Federation, Gioacchino Nicolosi.

As usual, there is no room to miss debates, discussions and meetings with representatives of the pharmaceutical industry and national politics. Pharmevolution also offer an opportunity for professional enrichment through participation in CPT courses on topics of greatest interest to the sector. An event that is renewed while keeping the formula of the last three years that has made it so successful, with more than 70 exhibitors per edition and thousands total admissions recorded.

Visit the [Pharmevolution 2014 International Website](#)

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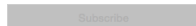
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