

Fiera Milano to host CPhI worldwide 2020

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The exhibition district will see the world's largest pharma industry event.



CPhI Worldwide, the world's largest pharma event, will return to the Fiera Milano venue (13 - 15 October) in 2020 bringing over 47,000 professionals and 2,600 exhibitors from more than 150 countries. The three-day exhibition, organized by UBM, part of Informa PLC, will bring the world's pharma community to Milan and occupy over 250 thousand square meters.

Fiera Milano has secured this premier global exhibition, and the largest in pharmaceuticals, ahead of a number of prominent international venues. Milan, and the Lombardy Region, were chosen thanks to the weight of the regional pharma industry and the caliber of its exhibition centre. The pharmaceutical industry in Italy is worth more than €30 billion, with Lombardy the largest regional hub.

"Fiera Milano with this announcement is taking another important step towards the delivery of the strategic plan launched in May" commented Fabrizio Curci, CEO of Fiera Milano S.p.A. "Global international events such as CPhI Worldwide find Milan and its fair a unique platform".

CPhI Worldwide, which in 2020 will be hosting its thirty-first edition, covers the entire pharmaceutical supply chain and is by far the most comprehensive hub for global pharmaceuticals. It is a key networking and new business event driving forward the industry's growth.

Orhan Caglayan, Brand Director at CPhI Worldwide, added: "It's been a particularly successful couple of years for CPhI Worldwide, as the world's largest pharma event we have seen a remarkable growth in numbers. At the 2020 edition we anticipate 2600+ exhibitors and around 47,000 attendees, so the challenge we have, is to find a venue large enough with excellent infrastructure. Fiera Milano was an ideal choice, combining a comprehensive venue and a strong pharma industry. Italy is Europe's second pharma market in terms of production, a major export hub, and Milan is the heart of this nation's industry. As a result, we expect to attract substantial international attendees to one of Europe's primary pharma manufacturing centres."

