



**THE ITALIAN PHARMACEUTICAL INDUSTRY IS THE LEADER IN EUROPE
THANKS TO TECHNOLOGY AND INNOVATION
A preview of the "Life Science 4.0" revolution at Pharmintech 2019**

Milan (Italy), May 2018 - Life Science industry represents an excellence of our country: Italy is one of the leading pharmaceutical producers in the European Union, thanks to investments in innovation of the entire supply chain. **Pharmintech**, the event organized by BolognaFiere and dedicated to the pharmaceutical, nutritional, cosmeceutical and biotech industry, will be back in **Bologna (Italy) in 2019, from 10 to 12 April**, focusing on what's new for the supply chain and on the interaction with new technologies.

The Italian pharmaceutical industry is an excellence of our country, which continues to grow, and in 2018 it is preparing to overcome the rates of German production for the leadership in Europe for the production of pharmaceutical products. According to data recently released by Farindustria, growth by 3% on production, 12% of export and 2.3% in terms of employment is being registered. In Europe, the cornerstone of global pharmaceutical production together with the United States and Japan, Italy accounts for 26% in terms of production and 19% for what concerns the market. Farindustria states that the Italian pharmaceutical production has reached a value up to 30 billion euros, 44 when considering also related industries, with 2.7 billion euros invested in production, research and development, for activities with a high level of innovation. From 2010 to 2017, industrial production grew by 13%, exports by 52%, the productivity index by 19%.

The excellence of the Life Science sector highlighted by these data is closely related to the high quality and technological know-how of the Italian manufacturing industries of the entire system: a trade show like **Pharmintech** in Italy, therefore, is the right occasion to give visibility to the entire sector and to its production excellence, representing the best of process technologies, packaging, laboratory instruments, packaging, components and the best digital and automation solutions applied to the sector, from IoT - Internet of Things to data governance.

Nowadays, in every segment of Life Science, science and technology are in strict conjunction: the partnership between pharmaceutical, biotech, nutritional and cosmeceutical companies on the one side, and companies specialized in artificial intelligence on the other, is leading to a real revolution that leads to the concept of '**Life Science 4.0**', a natural evolution of the phenomenon that experts have called "Pharma 4.0". Due to the increase in life expectancy, a series of autoimmune diseases, intolerances and cancers are emerging, that require more and more personalized drugs. The dialogue between genomics and Big Data, between pharma and ICT makes it possible to produce these drugs in a sustainable way. The "Pharma 4.0" revolution consists precisely in realizing what was not possible before.

New technologies such as IoT, cybernetics, augmented and virtual reality, require the management of huge amounts of data, through the interaction between new information systems on one side, and machines, equipment, instruments and medical devices on the other, calling companies to think about new business models. From a research carried out by Farindustria, it emerges that the data generated every day by measuring, transmitting and disseminating biometric and biomedical information amount to 2.5 million terabytes.

AFI – the Italian Pharmaceutical Industry Association - has recently conducted a survey involving 200 professionals and companies in the pharmaceutical sector, to evaluate the development of a corporate attitude taking advantage of the opportunities generated by a new approach to data governance and its brand-new production steps.



The scenario emerging from this survey shows how it is necessary to continue investing in this area to maintain the levels of development and growth of the sector, as well as the leadership reached at an international level in recent years. The lack of adequate data governance, in fact, risks compromising the qualitative level of drugs production and distribution, and consequently can constitute a real threat to the excellence of the Italian pharmaceutical industry.

Taking as a starting point these data provided by AFI, Pharmintech wants to anticipate these phenomena, trying to create greater awareness on the part of the management of large pharmaceutical groups, which are investing in technologies for adequate management and data security. During the exhibition, these issues will be discussed with specific seminars and round tables, while the most advanced technological solutions for adapting the industry to the ongoing revolution will be exhibited by companies representing the international excellence of the pharmacy system.

PHARMINTECH

Pharmintech is the reference event for the Life Science sector organized by BolognaFiere. The conjunction with Cosmofarma - scheduled from 12 to 14 April - will bring together in Bologna both supply chain and finished product professionals and companies of the pharmaceutical, biotech, nutritional and cosmeceutical sectors, for a 360 ° view of the manufacturing and distribution system.

The 5th edition of the fair, held in 2016, saw the participation of over 300 exhibiting companies, representing the entire supply chain.

For further information, <http://www.pharmintech.it/eng/home>