



**FORZA  
VITALE**  
Preparazioni Spagyriche

**SANA 2018**

Forza Vitale Italia Srl | Stand B57 - C58 - September 9th 2018 - h 16

Press Release n. 03 Forza Vitale

ENG 

**"Marketing in pharmacy and herbal medicine: philosophy, strategies and business ethics for new opportunities for empowerment for the sector".**

*Passion, future, opportunities.*

What challenges await the natural market in the age of social networks? Are the web and a hyper-connected society opportunities or threats? The supplements and herbal market is adapting to the rules and rhythms of marketing 3.0 but it is necessary to not lose sight of the roots, values and needs of an "ancient profession" that has a direct look towards the future.

To deepen the topic, Dr. Vito Cannillo, Member of F.E.I. - Production - Italian Herbalists Federation, CEO of Forza Vitale Italia Srl.

The meeting will start from a deepening on the concept of "value" and its many variations, in the future of the profession of herbalist: from product, to communication, from marketing to training, from price to company organization and distribution. The sector has been exposed to the doubts and new forms of globalization and therefore it is right to analyze what is the perception of holistic practitioners by the "outside" world, what support can be given by the "public partner" and last but not least which strategic levers (many according to Dr. Cannillo), can help to overcome the next challenges between budget balances, turnover and overall empowerment of the sector.

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