

SAFETY AND BUSINESS GO HAND IN HAND AT BOLOGNAFIERE

August 2021 – **Cosmofarma ReAction, OnBeauty by Cosmoprof** and **Sana** are back with in-person formats taking care of attendees’ safety and following the most advanced procedures in order to guarantee a serene business experience to companies and operators. From 9th to 13th September, it will be possible to access the three exhibitions by showing the Covid-19 green certification, in compliance with anti-Covid standards defined by the Italian Ministry of Health.

“After the first in-person events, in the second half of June, what awaits us is an autumn full of trade shows, for which we have great expectations – says **Antonio Bruzzone, General Manager of BolognaFiere**. – We are following the highest safety standards inside the fair district. We are sure that the rapid progression of the vaccine campaign, the spread of the green certification and the current regulations will guarantee a strong presence at our exhibitions, and it will allow operators to focus exclusively on business activities and in-person commercial networking. At the moment, our primary goal is to support the work of our exhibitors, and therefore the economy of our country, in the best safety conditions”.

BolognaFiere safe measures

The green certification – which can be obtained upon the assumption of the first dose of vaccine, after healing from COVID-19, with simultaneous termination of compulsory quarantine following SARS-CoV-2 infection, or following a rapid or molecular antigenic test with negative result executed within 48 hours – will have to be displayed at the entrances of the exhibitions. Anyone devoid of it will be required to execute a paid rapid antigenic test in the dedicated areas located on the fairground, or in any of the affiliated pharmacies near the venue.

Together with the green certification, exhibitors and operators will have to show a valid ticket, which can be retrieved online only, to facilitate the tracking of the visitors throughout the events and allow a better control of the capacity figures inside the pavilions. The staff at the entrance will also check people’s body temperature, which cannot be over 37,5°, and will make sure that surgical or FFP2 face masks are used by visitors, companies and staff, while guaranteeing the regular social distancing.

Hygiene procedures and the number of hand sanitizers distribution stations will be increased in the common areas and in those with a higher traffic of people. Catering and food services will also follow distancing and safety measures: CAMST, catering and facility services provider of BolognaFiere, has already arranged multiple outside rest areas and delivery services to the stands, with prepackaged lunchboxes.

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