

**MEETING VENUE  
AND ACCOMMODATION**

**Bagni di Pisa Palace**

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**ORGANIZING SECRETARIAT**

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**AIMM**

**Abiogen International Marketing Meeting**

**2022**

**5-6**

**DECEMBER**

**Bagni di Pisa Palace**



Bagni di Pisa Palace, 5<sup>th</sup> - 6<sup>th</sup> December 2022

## December 5<sup>th</sup>

- 02.00 pm - 02.05 pm Meeting Opening - **P. Di Martino**
- 02.05 pm - 02.15 pm Abiogen Mission and Perspectives - **R. Antonini**
- 02.15 pm - 03.00 pm International Business Unit:
- Team presentation
  - Commercial updates - **G. Giusta, S. Sambaldi**
  - Ongoing marketing activities - **V. Alloni**
  - New Products and International expansion
- P. Di Martino**
- 03.00 pm - 03.45 pm Abiogen Research Updates  
**F. Nannipieri, S. Battaglia**
- 03.45 pm - 04.00 pm **Coffee Break**
- 04.00 pm - 06.00 pm Key Note Lecture: Vitamin D updates and new perspectives to restart - **A. Giusti**
- 06.00 pm - 06.15 pm First day conclusions
- 07.30 pm **Dinner**

## December 6<sup>th</sup>

- 09.00 am - 09.15 am Meeting Opening - International Business Unit
- 09.15 am - 09.50 am Italian Experience - **A. Bresci, I. Costanzo, F. Schipa**
- 09.50 am - 10.10 am **Pharmalink** (UAE) Presentation
- 10.10 am - 10.40 am **New Bridge** (MENA) Presentation
- 10.40 am - 11.00 am **ITF Hellas** (Greece) Presentation
- 11.00 am - 11.20 am Open Discussion
- 11.20 am - 11.40 am **Coffee Break**
- 11.40 am - 12.15 pm Focus on Clodronic Acid - **F. Nannipieri**
- 12.15 pm - 12.30 pm **Focus 22** (Kazakhstan) Presentation
- 12.30 pm - 12.45 pm **Kent - Athlone** (UK) Presentation
- 12.45 pm - 01.00 pm Open Discussion
- 01.00 pm - 02.00 pm **Lunch break and group photo**
- 02.00 pm - 02.20 pm **Gebro** (Switzerland) Presentation
- 02.20 pm - 02.40 pm **Galen** (UK - IE) Presentation
- 02.40 pm - 03.00 pm **Mediport** (South Korea) Presentation
- 03.00 pm - 03.20 pm Open Discussion
- 03.20 pm - 03.40 pm **Coffee Break**
- 03.40 pm - 04.00 pm **ITF Medivida** Presentation
- 04.00 pm - 04.20 pm **Menarini Group** (Central America) Launch activities and future goals
- 04.20 pm - 04.45 pm AbiogenCity - A new way to communicate - **V. Alloni**
- 04.45 pm - 05.30 pm Recap of the event and conclusions
- 06.00 pm **Cultural visit and dinner**