



# welfare

The healthcare  
making event

7<sup>th</sup> edition

14-15-16  
OCTOBER  
2026

Fiera di Roma  
#welfare2026

ORGANIZED BY



IN COLLABORATION WITH



# What is Welfair?

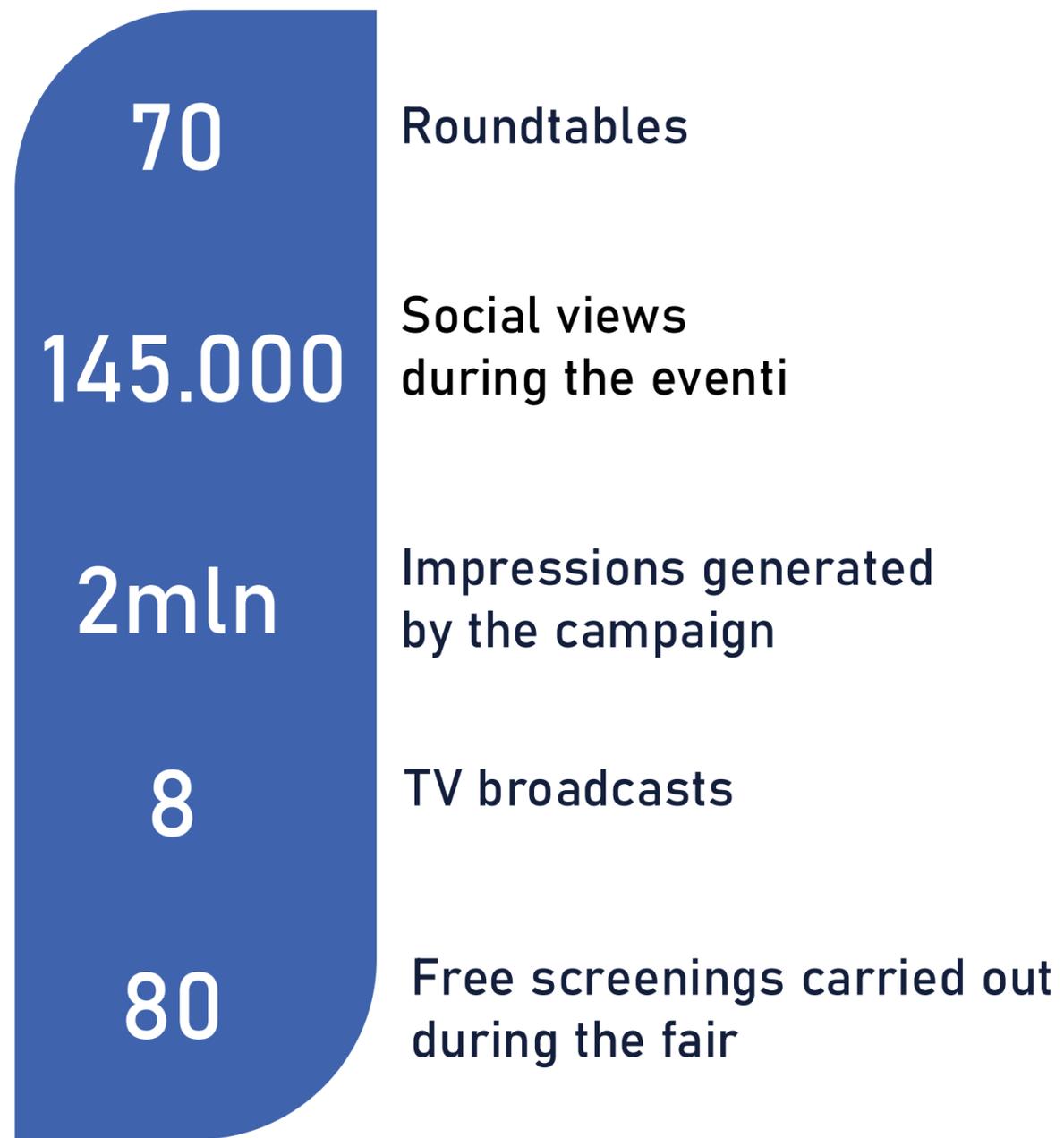
Welfair is the certified international trade fair dedicated to Healthcare in Italy, a unique event that brings together healthcare governance, scientific societies, institutions, politics, companies, patients, and the third sector.

Welfair serves as a reference point for tackling the challenges of the Healthcare System, promoting collaboration between policymakers, industry, and professionals to streamline processes and find concrete solutions. With an innovative exhibition area and strategic tools such as the White Paper, Welfair fosters constructive dialogue and provides practical insights to enhance the healthcare sector. Its goal is to drive innovation, develop efficient processes, and strengthen the Italian healthcare system in an international context, focusing on sustainability, prevention, and quality of life.

Welfair is the ideal place to create business and networking opportunities, facilitating connections among buyers, decision-makers, and all key players in the industry. It is an unmissable opportunity to forge strategic partnerships and expand professional networks.

For all these reasons, Welfair is the trade fair that shapes the future of Healthcare.

# The numbers of 2025



# IL FORMAT

## The geography of the fair

The fair will be structured around four key areas:

- **The exhibition area**, a space dedicated to companies where a true narrative of how we envision the future of healthcare will be built.
- **Round tables**, aimed at fostering change through discussions and exchanges among stakeholders. These meetings will form a dense schedule of discussions, culminating in the third White Paper of Welfair, which will compile all concrete improvements to be submitted to policymakers and governance.
- **Theaters**, where educational and informative conferences will take place.
- **Thematic areas** (Screenings, etc.).
- **Networking spaces**, designed to facilitate interactions with potential clients, both domestic and international.



**LUTECH**  
PER UNA  
SANTÀ DIGITALE  
PIÙ EFFICIENTE E CONNESSA

**SPAZIO 5**

**ARENA III welfair**  
UNA SEMPLICE FARMACIA  
PUÒ ESSERE MOLTO PIÙ  
DI UNA SEMPLICE FARMACIA.

**ARENA III welfair**  
RIDURRE IL RISCHIO DI ERRORI  
FACILE A DIRSI.  
IMPEGNIAMOCI A FARSI.

**hp**  
Droni

**hp** Stampa 3D

**d-flight**

TOILET

TOILET

GAULIO PERRONE  
EDITORE

**hp**



# SEVENTH EDITION

## The System that Cares

**“The System That Cares”** is not just a title: it defines what Italian and European healthcare needs today in order to be sustainable, international, competitive and future-ready.

It represents the shift from a set of separate components to a coordinated ecosystem, where every element – people, data, institutions, technologies, territories and planning – contributes to and is aligned within a shared care process.

The 2026 edition therefore becomes the platform where Italian and European health stakeholders work together to build an integrated system based on the synergy of all actions and actors involved in care.



# Thematic Focus

In the 2026 edition, prevention is the common thread and shared language: from crisis management to screenings, from healthy lifestyles to digital prevention, up to European policies for healthy ageing.

People are at the centre, with education and training as key levers for developing new clinical, organisational and digital skills. Gender medicine and accessibility become quality criteria, enabling differences to be recognised and inequalities to be reduced, including those related to disability. Patients, the third sector and local communities actively participate in the co-design of care pathways.

**The System That Cares** prevents, protects, connects and includes; it reduces waste in order to invest more in services and people. It is rooted in local territories, supported by interoperable infrastructures and secure supply chains. It is open to international dialogue and oriented towards generating health. **Welfair 2026** is where this system comes into sync: a hands-on fair where healthcare, welfare, businesses and communities work together to bring care back to its original mission – people caring for people.

# Le verticali di Welfair 2026



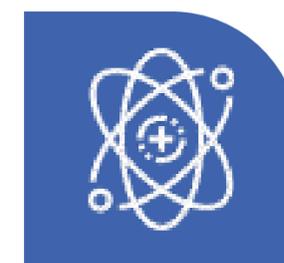
INTERNATIONALISATION



DIGITAL HEALTHCARE



EUROPEAN AND GLOBAL  
DECISION MAKERS



SCIENTIFIC SOCIETIES AS  
DRIVERS OF KNOWLEDGE



WELFARE  
AND SOCIAL CARE



TERRITORY AS FIRST  
LEVEL OF CARE

# Le verticali di Welfair 2026



HEALTHCARE  
PROFESSIONS AND  
TRAINING



SAFETY



PREVENTION  
AND HEALTHY AGEING



GENDER-BASED  
MEDICINE AND WOMEN'S  
HEALTH



DISABILITY: ACCESS, EQUITY,  
PROTECTION AND  
INTERNATIONAL STANDARDS



SUPPLEMENTARY  
HEALTHCARE



GOVERNANCE, VALUE  
CHAIN AND IMPACT OF  
BIOTECH



CON  
NG  
welfair  
La Fiera  
Lombardia  
BILITÀ.  
E

AZIO 6  
FIERA ROMA

GLORIA MED  
hp Stampa3D  
intellicare

LUTEC  
La piattaforma per la  
ARTIFICIAL INTELLIGENCE  
CYBER SECURITY

Domande  
Conoscete il  
prodotto di  
questo  
azienda? Quali  
sono i  
principali  
mercato?  
Quali sono  
i vantaggi  
e i rischi?  
Quali sono  
le prospettive  
di futuro?

Il target

# Chi incontrerai a Welfair



Strategic Leadership of Italian Healthcare Authorities: General Directors, Medical Directors and Administrative Directors



Healthcare Governance: Trade Unions and Professional Associations



Healthcare Risk Management System: Risk Managers, Buyers, Medical-Legal Experts and Insurers



Nursing and Territorial Healthcare Services



Scientific Societies: Presidents and Board Members of the Leading Italian Scientific Societies



Healthcare, MedTech, Biotech IT, Insurance and Finance Companies; International Buyers



The University System: Specialisation Schools and University Professors from Across Italy



Patient Associations, Cooperatives and the Third Sector

# Where does it take place?

Rome, the crossroads of Italy and the Mediterranean, a meeting place for the whole world.

Fiera Roma, a business and international relations hub, a multifunctional trade fair center, provides the ideal setting for the new approach to healthcare.

The versatility of the pavilions promotes the coexistence of conferences and exhibition spaces, welcoming and bringing together all the key players in the healthcare world.





**ORGANIZED BY**



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Società a responsabilità limitata

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Certificato da

