



**Bologna
Fiere
COSMOPROF**



*The ideal
partner
to boost your
business
worldwide
in the beauty
industry*

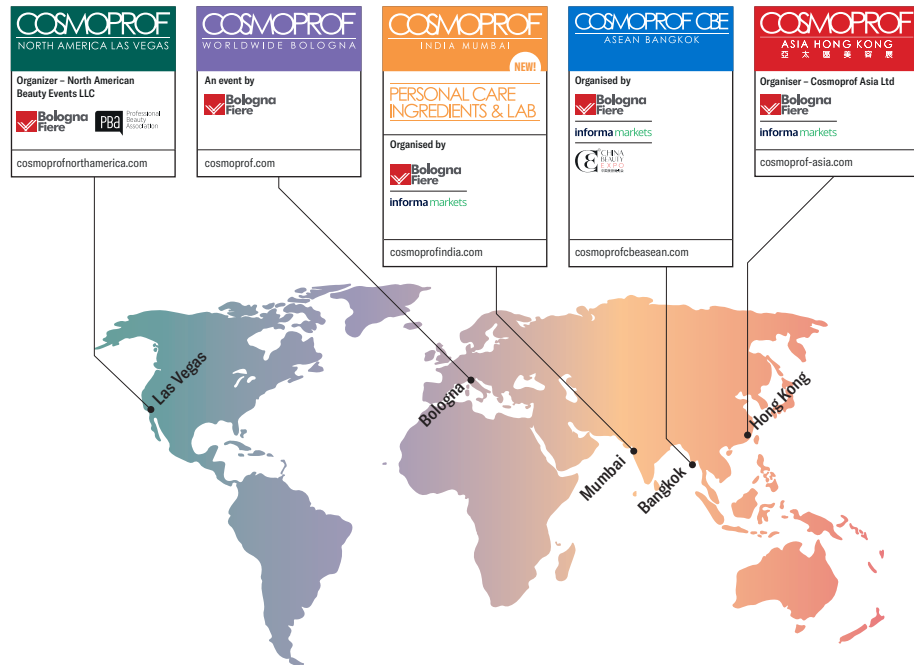


BOLOGNAFIERE COSMOPROF

BolognaFiere Group is one of the leading trade shows organizers in the world, the second in Italy and among the top 10 in Europe, with a portfolio of more than 80 trade shows, both in Italy and abroad.

The beauty industry provides the largest economic impact to the group, thanks to the constant development of **BolognaFiere Cosmoprof**, which organizes the Cosmoprof network shows and other events in the cosmetics sector around the world.

THE COSMOPROF NETWORK



COSMOPROF A WORLDWIDE LEADERSHIP

Cosmoprof Worldwide Bologna is the most important beauty trade show in the world. Founded 52 years ago in **1967**, no other event brings such large numbers of international visitors and exhibitors together in one place.

- To the east, **Cosmoprof Asia** was founded in 1996 in Hong Kong, and today is the leading beauty fair in Asia.
- To the west, **Cosmoprof North America** was founded in 2003 in Las Vegas and now is the best networking event in North America.
- In September 2018, Cosmoprof launched **Cosmoprof India** in Mumbai and in September 2020 the first edition of **Cosmoprof CBE Asean** will take place in Bangkok, Thailand.

This platform is expected to produce continuous growth in line with its mission to export its beauty format in more territories.

Today, Cosmoprof is a **global community** made of

\$80m USD
in total revenue
in 2018

500,000+
professionals
from all over the world

10,000+
exhibitors

190
countries of origin

The most important beauty trade show in the world, dedicated to all sectors of the beauty industry.



FACTS & FIGURES

→ 53rd edition in 2020

3,033
Exhibitors
(70 countries of origin)

200,000
Sqm

265,000
Visitors
(150+ countries of origin)

2020 EDITION

12 – 15 March
From Thursday to Sunday

COSMOPACK
COSMO PERFUMERY & COSMETICS

→ Bologna Fair District, Bologna, Italy

13 – 16 March
From Friday to Monday

COSMO HAIR & NAIL & BEAUTY SALON

Highlights

→ 1 Fair, 3 Shows

Cosmoprof Worldwide Bologna is a 3-show-event, with different opening and closing dates to facilitate the flow of visitors and enhance networking and business: Cosmopack, Cosmo Perfumery & Cosmetics, and Cosmo Hair & Nail & Beauty Salon.

www.cosmoprof.com

Contacts
international@cosmoprof.it

An event by
Bologna Fiere

In partnership with
COSMETICA ITALIA
the personal care association

With the support of
ITA
ITALIAN TRADE AGENCY

The leading B2B beauty event in Asia-Pacific, dedicated to all sectors of the beauty industry.



FACTS & FIGURES → 25 th edition in 2020	2,955+ Exhibitors (48 countries of origin)	118,900+ Sqm	40,046+ Visitors (129 countries of origin)
2020 EDITION	10 – 12 November → AsiaWorld-Expo, Hong Kong, China	COSMOPACK ASIA	
	11 – 13 November → Hong Kong Convention & Exhibition Centre, Hong Kong, China	COSMOPROF ASIA	
Highlights	→ 1 Fair, 2 Venues		Cosmprof Asia will continue the successful formula of "1 fair, 2 venues", bringing together the beauty industry from around the world in Hong Kong.

www.cosmoprof-asia.com

Contacts
 Europe, Africa, Middle East, The Americas:
international@cosmoprof.it
 Asia Pacific:
cosmoprofasia-hk@informa.com

Organiser – Cosmoprof Asia Ltd
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The leading B2B beauty event in the Americas, dedicated to all sectors of the beauty industry.

FACTS & FIGURES

→ 18th edition in 2020

1,400+
Exhibitors
(43 countries of origin)

29,045
Sqm

40,000+
Visitors
(100+ countries of origin)

2020 EDITION

June 28 - 30

→ Mandalay Bay Convention Center, Las Vegas, USA

Highlights

→ 1 Venue, 3 distinct areas

Cosmoprof North America showcases all facets of the beauty industry, presented across three main sections, Cosmetics & Personal Care, Professional Beauty, and Cosmopack, dedicated to the entire beauty supply chain.

www.cosmoprofnorthamerica.com

Contacts

Europe, Africa, Middle East, Asia and South America:

international@cosmoprof.it

US, Canada and Mexico:

info@cosmoprofnorthamerica.com

Organizer - North American Beauty Events LLC



The not to be missed event for the entire beauty business community in India.

FACTS & FIGURES

→ 2nd edition in 2020

230+
Exhibitors
(23 countries of origin)

10,000+
Sqm

7,400+
Visitors

2020 EDITION

2 – 4 September

→ Bombay Exhibition Centre (BEC), Mumbai, India

New!

→ Same venue, bigger show

The first edition of Cosmoprof India closed with excellent results and in 2020 the show will cover two halls instead of one. Co-located with Cosmoprof India, "Personal Care Ingredients & Lab" is a B2B event dedicated to ingredients, fragrances, lab equipment, testing and regulatory solutions for the beauty industry.

www.cosmoprofindia.com

Contacts

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Asia Pacific:

cosmoprof-India@ubm.com

Organised by



informa markets

The gateway to Southeast Asia's expanding beauty industry.



<p>FACTS & FIGURES → 1st edition in 2020</p>	<p>800+ Expected Exhibitors</p>	<p>25,000 Sqm</p>	<p>15,000+ Expected Visitors</p>
<p>2020 EDITION</p>	<p>17 – 19 September</p>		<p>→ Impact Exhibition & Convention Center, Bangkok, Thailand</p>
<p>New!</p>	<p>→ A new alliance among BolognaFiere, Informa Markets, and China Beauty Expo</p>		<p>Cosmoprof CBE ASEAN is the ideal platform for all beauty professionals seeking to capitalize on the fast-growing beauty market in ASEAN.</p>

www.cosmoprofcbeasean.com

Contacts
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international@cosmoprof.it
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Thailand: ccasales-th@informa.com

Organised by



informamarkets



THE HEALTH & BEAUTY ACQUISITION

Together with the Cosmoprof shows in Bologna, Las Vegas, Hong Kong, Mumbai, and Bangkok, **BolognaFiere Cosmoprof organizes many events in the beauty sector**, including the field of wellness and health.

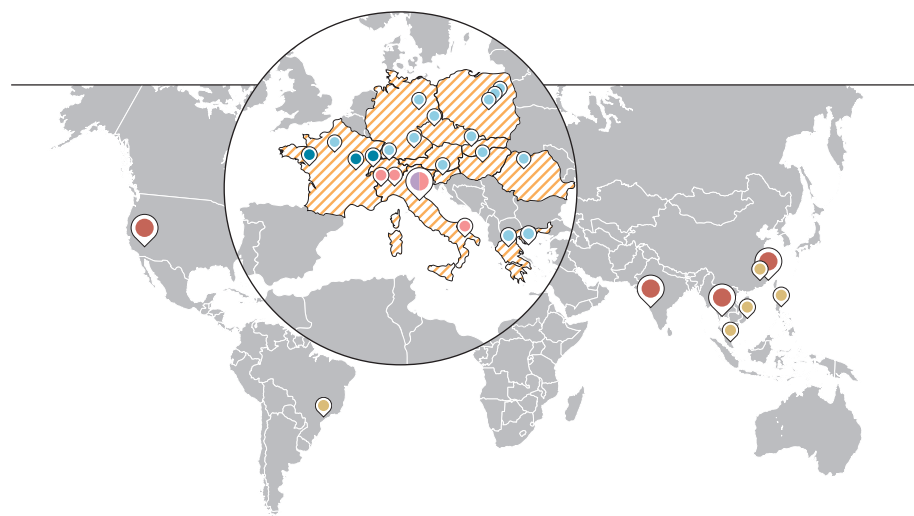
In 2018, the company has strengthened its leadership in Europe with **new shows** in the professional beauty salon and nail sectors thanks to the acquisition of the German group Health&Beauty, owner of the **Beauty Forum** brand.








With this agreement, the platform of Cosmoprof Worldwide Bologna further expands its business in publishing and digital with a chain of 30 Trade Magazines and 1.2 million readers per year in 12 countries.

THE EUROPEAN PLATFORM




Thanks to the alliance between BolognaFiere Cosmoprof and Health&Beauty, the two companies will strengthen their sphere of influence in Europe, considering their capacity to combine the specific features of national markets with international beauty trends.

→ Beauty Forum brand is linked to several exhibitions organized in different European countries that recall every year thousands of professionals of Beauty & Spa, Hair & Nail sectors, from Germany to Poland, Switzerland, France, Hungary, Romania, Slovakia, Slovenia, Greece and Czech Republic.







-  Health&Beauty Beauty Forum
-  Health&Beauty Beauty Business Days
-  Health&Beauty Publishing Chain
-  Sector Specific Events
-  Cosmoprof Network
-  Cosmoprof Worldwide Bologna
-  International Partnership

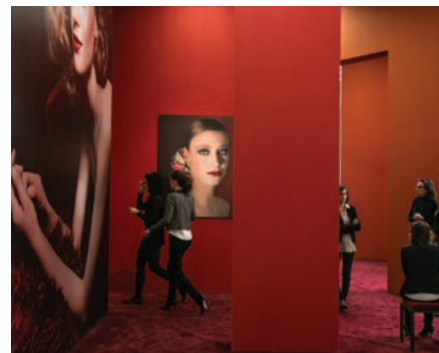
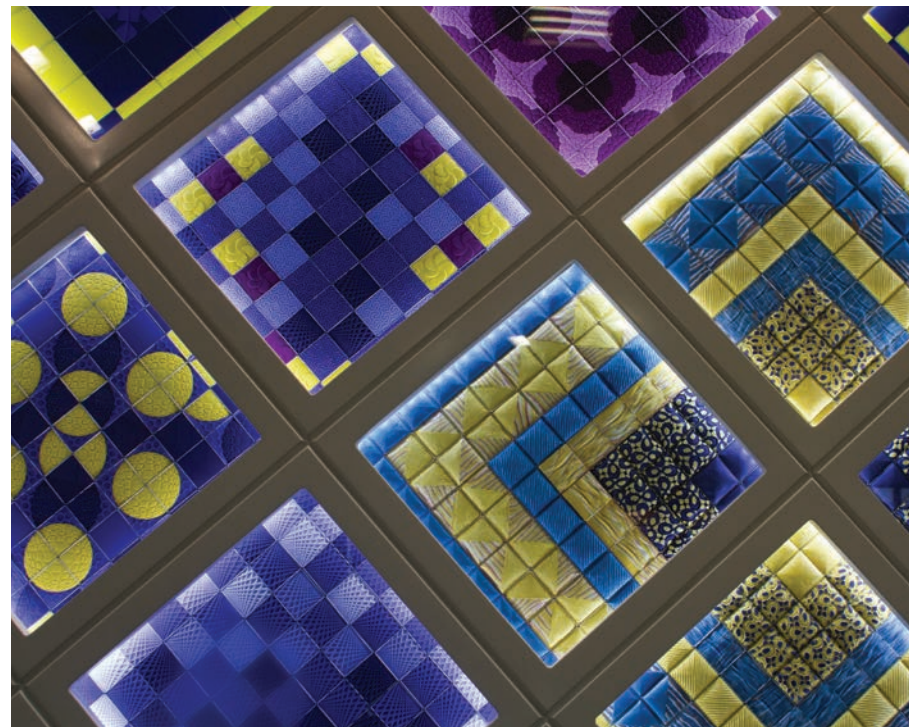
BOLOGNAFIERE COSMOPROF

		Organiser HEALTH AND BEAUTY
beauty-fairs.com		
Beauty Forum Athens	4 – 6 April 2020 (Greece) November 2020	
Beauty Forum Budapest	30 – 31 October 2020 (Hungary)	
Beauty Forum Cluj	28 – 29 March 2020 (Romania)	
Beauty Forum Leipzig	25 – 26 April 2020 (Germany)	
Beauty Forum Ljubljana	27 – 28 March 2020 (Slovenia)	
Beauty Forum Munich	24 – 25 October 2020 (Germany)	
Beauty Forum Paris	October 2020 (France)	
Beauty Forum Prague	November 2020 (Czech Republic)	
Beauty Forum Thessaloniki	30 November – 2 December 2019 23 – 25 May 2020 (Greece)	
Beauty Forum Trencin	27 – 28 March 2020 (Slovakia)	
Beauty Forum Warsaw	7 – 8 March 2020 (Poland) 26 – 27 September 2020 (Poland)	
Beauty Forum Zurich	29 February – 1 March 2020 (Switzerland)	
Beauty Business Day Charleroi	20 April 2020 (Belgium)	
Beauty Business Day Lyon	3 February 2020 (France)	
Beauty Business Day Montreux	28 September 2020 (Switzerland)	
Beauty Business Day Nantes	9 March 2020 (France)	
On Hair Warsaw	24 – 25 October 2020 (Poland)	
Europe		
		Organiser Bologna Fiere
beautyforum-milano.it		
		
onhairshow.it		
Italy		
		October 2020 (Milan)
		17 – 18 November 2019 (Turin)

INTERNATIONAL PARTNERSHIPS

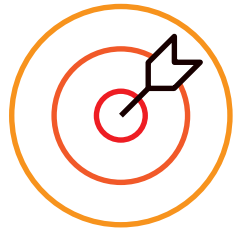
Beyond the Cosmoprof network, BolognaFiere Group participates as **organiser** or **international sales agent** for beauty trade shows in key markets for the sector.

South East Asia	<p>SOUTH CHINA BEAUTY EXPO SHENZHEN 华南国际美容博览会</p> <p>southchinabeautyexpo.com</p>	<p>30 July – 1 August 2020 Shenzhen (South China)</p>	<p>Organiser</p> <p>Bologna Fiere</p> <p>informamarkets</p> <p>Baiwen</p> <p>Powered by</p> <p>COSMOPROF ASIA HONG KONG </p>
	<p>philbeauty Philippines International Beauty Show</p> <p>philbeautyshow.com</p>	<p>9 – 11 June 2020 Manila (Philippines)</p>	<p>Organiser</p> <p></p> <p>International Agent</p> <p>Bologna Fiere</p>
	<p>vietbeauty Vietnam's Premier International Beauty Show</p> <p>vietbeautyshow.com</p>	<p>30 July – 1 August 2020 Ho Chi Minh City (Vietnam)</p>	<p>Powered by</p> <p>COSMOPROF ASIA HONG KONG</p>
	<p>beautyexpo Malaysia International Beauty Show</p> <p>beautyexpo.com.my</p>	<p>2 – 5 October 2020 Kuala Lumpur (Malaysia)</p>	
South America	<p> —BEAUTY FAIR— Feira Internacional de Beleza Profissional</p> <p>beautyfair.com.br</p>	<p>5 – 8 September 2020 São Paulo (Brazil)</p>	<p>Organiser</p> <p> —BEAUTY FAIR—</p> <p>International Representative</p> <p>Bologna Fiere COSMOPROF</p>

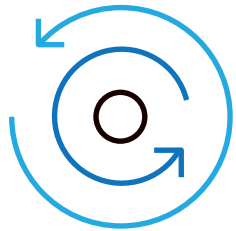


WHICH MARKET ARE YOU INTERESTED IN?

We are the ideal partner to **boost your business** for growing internationally. Contact us to receive guidance on doing business in your **target market**.



Being part of the **Cosmoprof community** means taking **advantage of the unique experience** it has developed over 50 years serving the Beauty industry.



Cosmoprof is a **hub of professionals and decision makers**;



an international **observatory** for beauty trends;



a focal point of **special projects** that aims to promote **innovation, research** and new **partnerships**.

**FOLLOW US,
BOOST YOUR
BUSINESS!**

