



**Bologna  
Fiere  
COSMOPROF**



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

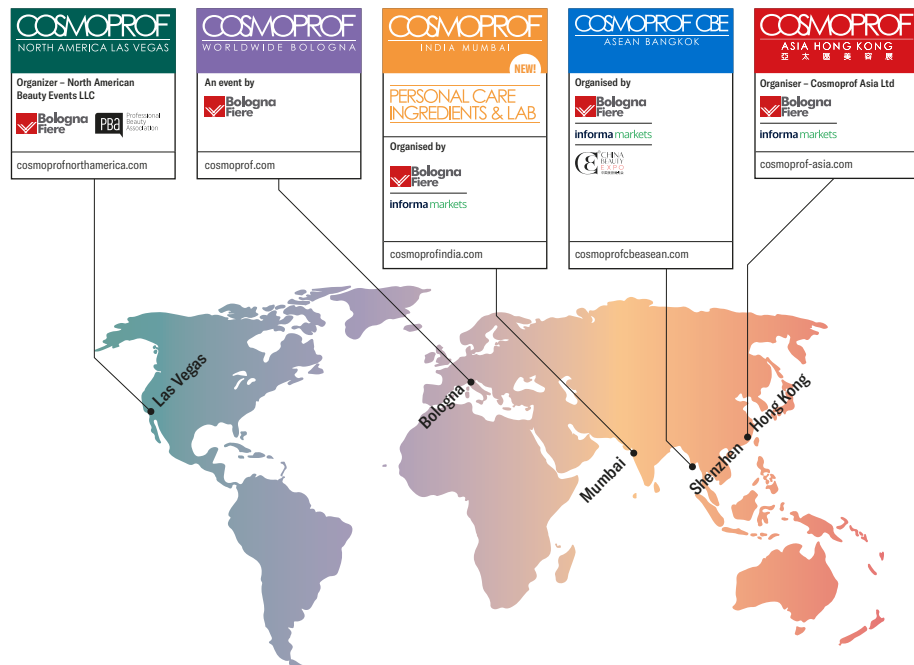


## BOLOGNAFIERE COSMOPROF

**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**

→ 53<sup>rd</sup> 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](http://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  
**ITCA**  
ITALIAN TRADE AGENCY

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



<b>FACTS &amp; FIGURES</b> → 23 <sup>rd</sup> edition in 2018	<b>3,000+</b> Exhibitors (54 countries of origin)	<b>113,800+</b> Sqm	<b>83,700+</b> Visitors (135 countries of origin)	
	<b>2019 EDITION</b>	<b>12 – 14 November</b> → Asiaworld-Expo, Hong Kong, China	<b>COSMOPACK ASIA</b>	
		<b>13 – 15 November</b> → Hong Kong Convention & Exhibition Centre, China	<b>COSMOPROF ASIA</b>	
<b>Highlights</b>	→ 1 Fair, 2 Venues		Cosmoprof 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](http://www.cosmoprof-asia.com)

**Contacts**  
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 Asia Pacific:  
[cosmoprofasia-hk@informa.com](mailto:cosmoprofasia-hk@informa.com)

Organiser - Cosmoprof Asia Ltd



# The leading B2B beauty event in the Americas, dedicated to all sectors of the beauty industry.

## FACTS & FIGURES

→ 17<sup>th</sup> edition in 2019

**1,400+**  
Exhibitors  
(43 countries of origin)

**53,500**  
Sqm

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

## 2020 EDITION

June 30 – July 2

→ Mandalay Bay Convention Center, Las Vegas, USA

## New dates format!

→ From tuesday to thursday

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](http://www.cosmoprofnorthamerica.com)

**Contacts**

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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

→ 1<sup>st</sup> edition in 2019

**230+**  
Exhibitors  
(23 countries of origin)

**10,000+**  
Sqm

**7,400+**  
Visitors

## 2020 EDITION

**2 – 4 September**

→ Bombay Exhibition Centre (BEC)

## 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 new B2B event dedicated to ingredients, fragrances, lab equipment, testing and regulatory solutions for the beauty industry.

[www.cosmoprofindia.com](http://www.cosmoprofindia.com)

**Contacts**

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Organised by



informa markets

# The gateway to Southeast Asia's expanding beauty industry.



## FACTS & FIGURES

→ 1<sup>st</sup> edition in 2020

**800+**  
Expected number of Exhibitors

**25,000**  
Sqm

**15,000+**  
Expected number of Visitors

## 2020 EDITION

**17 – 19 September**

→ Impact Convention & Exhibition Centre

## New!

→ A new alliance among BolognaFiere, Informa Markets and China Beauty Expo

Cosmoprof CBE ASEAN is the ideal platform for all beauty professionals seeking to capitalize on the fast-growing beauty market in ASEAN.

[www.cosmoprofcbeasean.com](http://www.cosmoprofcbeasean.com)

**Contacts**

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Thailand:

[ccasales-th@informa.com](mailto:ccasales-th@informa.com)

Organised by





## 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.

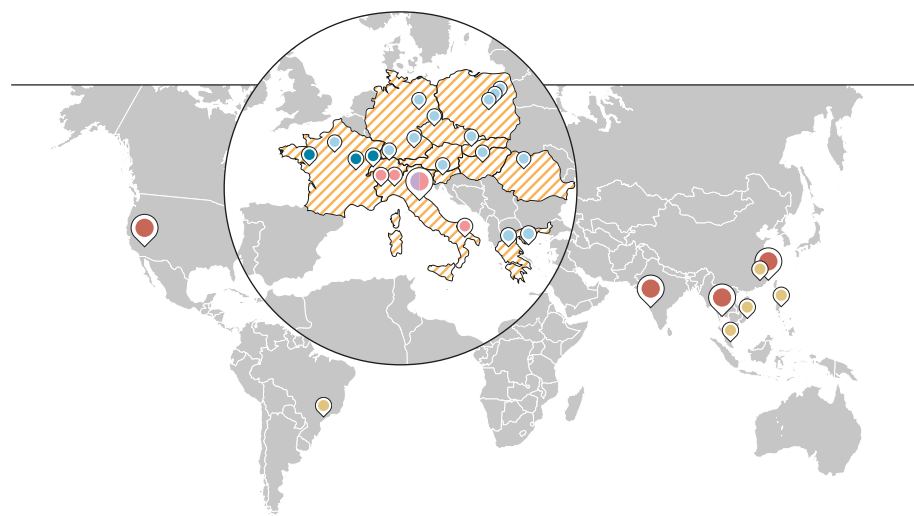
In 2018, the company has strengthened its leadership in Europe with **new shows** in the professional beauty salon and nail sectors thanks to the acquisition of the German group Health&Beauty, owner of the **Beauty Forum** brand.








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
-  Vertical events
-  Cosmoprof Worldwide Bologna
-  Health&Beauty Beauty Business Days
-  Cosmoprof Network
-  International Partnership
-  Health&Beauty Publishing Chain

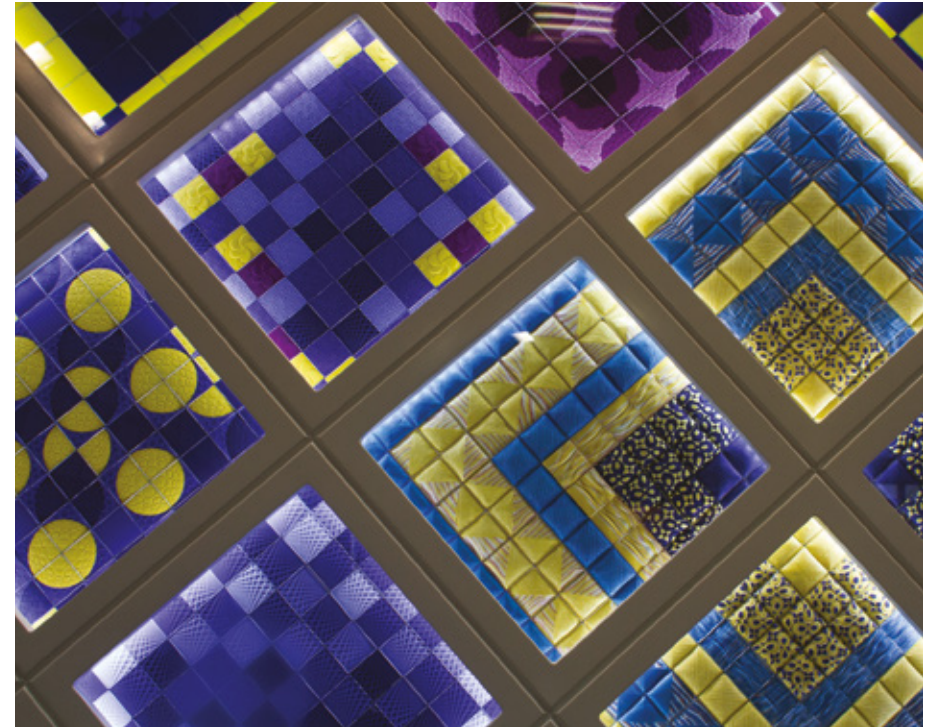
# BOLOGNAFIERE COSMOPROF

		<small>Organiser</small> <b>HEALTH AND BEAUTY</b>
<a href="http://beauty-fairs.com">beauty-fairs.com</a>		
<b>Hair Forum Warsaw</b>	19 – 20 October 2019 (Poland)	
<b>Beauty Forum Budapest</b>	25 – 26 October 2019 (Hungary)	
<b>Beauty Forum Munich</b>	26 – 27 October 2019 (Germany)	
<b>BUNTE Beauty Days Munich</b>	26 – 27 October 2019 (Germany)	
<b>Beauty Forum Athens</b>	2 – 4 November 2019 4 – 6 April 2020 (Greece)	
<b>Beauty Forum Prague</b>	8 – 9 November 2019 (Czech Republic)	
<b>Beauty Forum Thessaloniki</b>	30 November – 2 December 2019 23 – 25 May 2020 (Greece)	
<b>Beauty Forum Warsaw</b>	7 – 8 March 2020 (Poland) 26 – 27 September 2020 (Poland)	
<b>Beauty Forum Zurich</b>	29 February – 1 March 2020 (Switzerland)	
<b>Beauty Forum Trencin</b>	27 – 28 March 2020 (Slovakia)	
<b>Beauty Forum Ljubljana</b>	27 – 28 March 2020 (Slovenia)	
<b>Beauty Forum Cluj</b>	28 – 29 March 2020 (Romania)	
<b>Beauty Forum Leipzig</b>	25 – 26 April 2020 (Germany)	
<b>Beauty Forum Paris</b>	October 2020 (France)	
<b>Beauty Business Day Lyon</b>	3 February 2020 (France)	
<b>Beauty Business Day Nantes</b>	9 March 2020 (France)	
<b>Beauty Forum Milan</b>	27 – 28 October 2019 (Italy)	
<b>On Hair Turin</b>	17 – 18 November 2019 (Italy)	
<b>Italy</b>	<small>Organiser</small> 	

# INTERNATIONAL PARTNERSHIPS

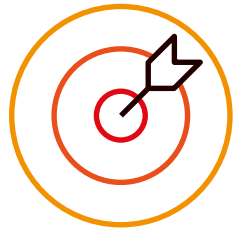
Beyond the Cosmoprof network, BolognaFiere Group participates as an international sales agent for beauty trade shows in key markets for the sector.

South America	 <b>—BEAUTY FAIR—</b> Feira Internacional de Beleza Profissional <a href="http://beautyfair.com.br">beautyfair.com.br</a>	<b>5 – 8 September 2020</b> São Paulo (Brazil)	Organiser  —BEAUTY FAIR— International Representative 
	<b>SOUTH CHINA BEAUTY EXPO</b> SHENZHEN   华南国际美容博览会 <a href="http://southchinabeautyexpo.com">southchinabeautyexpo.com</a>	<b>30 July – 1 August 2020</b> Shenzhen (South China)	Organiser  <a href="http://informamarkets.com">informamarkets</a> <b>Baiwen</b> Powered by  
South East Asia	 Philippines International Beauty Show <a href="http://philbeautyshow.com">philbeautyshow.com</a>	<b>9 – 11 June 2020</b> Manila (Philippines)	Organiser  International Agent  Powered by 
	 Vietnam's Premier International Beauty Show <a href="http://vietbeautyshow.com">vietbeautyshow.com</a>	<b>22 – 24 August 2019</b> Ho Chi Minh City (Vietnam)	Powered by 
	 Malaysia International Beauty Show <a href="http://beautyexpo.com.my">beautyexpo.com.my</a>	<b>4 – 7 October 2019</b> Kuala Lumpur (Malaysia)	



# 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!**

