

## COSMOPROF WORLDWIDE BOLOGNA PRESENTS ITS PROMOTIONAL ACTIVITIES FOR 2020

Bologna, July 2019 - The **Italian Ministry of Economic Development** has confirmed its support for the promotional activities of Cosmoprof Worldwide Bologna, the B2B leading event for the beauty industry, for the 2020 edition. The program is part of all the initiatives aiming at the enhancement of the Made in Italy. The plan is implemented thanks to **ITA - Italian Trade Agency** and is in collaboration with **Cosmetica Italia - Personal Care Association**.

The collaboration, which started in 2015, is an important step in highlighting the role of Cosmoprof as a world-leading event in the cosmetic sector. Last year, over 500 operators, companies, journalists and representatives of local associations participated in the presentations, held in key markets for the sector.

This year, the roadshow program includes meetings in strategic countries, which have been identified following the needs of the Cosmoprof exhibitors:

- **France (9 October 2019)**
- **Morocco (from 20 to 22 October 2019)**
- **Peru and Chile (from 22 to 25 October 2019)**
- **Qatar (from 25 to 27 October 2019)**
- **Mexico (28 and 29 October 2019)**
- **Sweden (from 12 to 14 November 2019)**
- **Russia (19 and 20 November 2019)**
- **United Kingdom (27 November 2019)**
- **Saudi Arabia and Kuwait (from 3 to 6 December 2019)**

The promotional program has a double objective: on the one hand, it aims at enhancing the function of Cosmoprof as a showcase of Made in Italy products, in support of Italian companies wishing to increase their business abroad. On the other hand, it gives visibility to the trends, which influence at most global markets, to offer new opportunities for the development of the entire sector.

This year the roadshow plan will lead to a greater interaction with press, associations, companies and buyers in each country, to increase the number of international attendees and offer a wider pool of operators and potential collaborators to exhibiting companies at Cosmoprof Worldwide Bologna 2020.

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BolognaFiere Group brings the Cosmoprof format worldwide, thanks to the Cosmoprof brand events in Bologna, Las Vegas, Mumbai and Hong Kong (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India and Cosmoprof Asia). The group participates as international sales agent in the organization of beauty events in strategic markets for the growth of the sector: in Colombia, with Belleza y Salud, in Bogotá, and in South-East Asia, with BeautyExpo (Malaysia), AseanBeauty (Thailand), PhilBeauty (Philippines) and VietBeauty (Vietnam).

Cosmoprof is collaborating with **Beauty Fair - Feira Internacional de Beleza Profissional**, for the 2019 edition of the event in São Paulo, Brazil, dedicated to hair professionals and local distributors.

New projects are under definition, with particular attention to emerging markets.

For further information, [www.cosmoprof.com](http://www.cosmoprof.com)