

COSMOPROF WORLDWIDE BOLOGNA RESCHEDULED FOR SEPTEMBER

To secure the investments of companies and operators in the cosmetic industry, the event will take place from 3 to 7 September 2020

March 12, 2020 - The 53rd edition of **Cosmoprof Worldwide Bologna** has been rescheduled for September: it will be held in Bologna **from 3 to 7 September 2020** – with COSMOPACK and COSMO|PERFUMERY & COSMETICS from Thursday 3rd to Sunday 6th and COSMO|HAIR NAIL & BEAUTY SALON from Friday 4th to Monday 7th.

Following the release of the emergency decrees to limit the spread of Novel Coronavirus in Italy, as well as the latest restrictions confirmed by other countries in Europe, Asia and the American continent to limit international travels, BolognaFiere Cosmoprof SpA, the organizer of the event, has announced a further postponement of Cosmoprof Worldwide Bologna 2020.

"Since the beginning of the emergency linked to the outbreak of Coronavirus in Italy on 23 February, we have been constantly monitoring the situation, with the aim of identifying the best solutions to support the cosmetic industry - says **Gianpiero Calzolari, President of BolognaFiere**. - The restrictions affecting our country and the limitations on international travels announced by other nations do not currently create the necessary preconditions for the business and networking activities at the basis of a global event such as Cosmoprof. The decision to further postpone the show in September, also based on evident prudential reasons related to the health emergency, is the result of a responsible dialogue with associations and institutions, with the common goal of creating the best scenario for the relaunch of the sector. "

"Cosmoprof in an international event, which every year attracts over 265,000 operators from 150 countries to Bologna. The actual restrictions are limiting the presence in Italy of buyers, distributors and retailers from the main markets in Europe, Asia and America for the next few months, thus draining the lifeblood of our event as well -, says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof SpA**. - Today more than ever we are therefore called to act with responsibility, to protect the investments and production activities of our 3,000 exhibitors and to support the sector. In September, we will work together with beauty companies and operators in the relaunch and development of the industry on a global level."

"The news of the postponement of the 2020 edition of Cosmoprof Worldwide Bologna in June dates to 24 February, but the evolution of the emergency linked to the outbreak of Covid-19 made it necessary to further rethink the period of the event. Following a series of comparisons and analysis of the needs of companies and operators, we understand and agree with the decision taken by our partner BolognaFiere to reschedule the event for September. Never as at this time, - comments **Renato Ancorotti, President of Cosmetica Italia, Professional Care Association** - do trade fair and industry need to act together for the appointment which - this is our wish - will represent one of the crucial stages of the recovery for the sector in the post-Coronavirus phase. In the next future, Cosmetica Italia will embody even more the values of a key sector for our country and a flagship of Made in Italy. It would be a success to see our companies confirming their presence at this extraordinary September edition of the most important event in the world for the beauty sector".

In the next months, BolognaFiere Cosmoprof will devote its attention to the reorganization of the scheduled business activities and initiatives, to guarantee companies and operators a high-quality edition of Cosmoprof, in the name of the prestige that the brand has been able to conquer worldwide in more than 50 years.

For further information, www.cosmoprof.com