

## WHAT'S NEW AT COSMOPROF WORLDWIDE BOLOGNA 2020

Milan, February 5, 2020 – Cosmoprof Worldwide Bologna, the leading B2B international event for the cosmetic industry, is preparing to inaugurate the 2020 edition.

"With its 53 years of history, Cosmoprof Worldwide Bologna is still a unique event among international trade fairs - says **Gianpiero Calzolari, President of BolognaFiere**. - Cosmoprof is a reference event for operators and companies all over the world: the event offers a detailed and referenced view of future evolution for the sector. The 2020 edition will bring **over 3,000 companies** to Bologna - over 70% from abroad - and **more than 265,000 attendees**: these record results have been achieved thanks to the collaboration with **Cosmetica Italia**, making Cosmoprof an ambassador of our made in Italy, and with the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**. "

"The cosmetic industry is a thriving sector for the Italian economy: it has been able to overcome even the most complex scenarios, for positive and often acyclic dynamics - says **Renato Ancorotti, President of Cosmetica Italia**. - The forecasts for the end of 2019 indicate a global turnover of 11.6 billion euros and an increase of over 2 percentage points compared to the previous year. Exports exceed 40% of this value and confirm how much the products of our companies are appreciated and recognized for their quality, safety and innovation all over the world. The trade balance continues to record new records year after year and for 2019 it will mark a further + 5.5% for a value of 2.9 billion, placing us in comparison with other sectors only after fashion and wine. Thanks to these results and to the solid partnership with BolognaFiere and Cosmoprof, we look to the future with optimism".

"In the first ten months of 2019, Italian beauty export increased by 4.4% compared to the same period of the previous year, marking a value of 4.2 billion euros - says **Carlo Ferro, President of ITA Agency**. - As ITA we therefore want to consolidate Cosmoprof as the main international exhibition of the sector, offering opportunities to an increasing number of Italian companies and start-ups, which make technological development and innovation a strength of our competitiveness on international markets".

For the next edition, Cosmoprof Worldwide Bologna keeps on facilitating business opportunities of companies and operators, and consequently the development of the cosmetic market.

**From Thursday 12 to Sunday 15 March 2020, Cosmopack and Cosmo | Perfumery & Cosmetics** will open, to encourage meetings between producers and specialists in the supply chain, finished product companies, buyers and retailers for Perfumery and Cosmetics, Green & Organic and Cosmoprime, the area dedicated to high-end perfumery. **From Friday 13 to Monday 16 March**, professional distribution channels of **Cosmo | Hair & Nail & Beauty Salon** will welcome owners of salons and beauty centers, hairstylists, hairdressers, nail technicians and distributors specialized in these segments.

The exhibition area dedicated to the Country Pavilions is growing: **23 international pavilions** will bring small and medium-sized beauty companies from all over the world to Bologna, revealing their exclusive traditions: Belgium, California, China, Brazil, France, Germany, Japan, Greece, Indonesia, Israel, Korea, Latvia, Poland, Romania, Spain, Sweden, Taiwan, Turkey, UK, USA and, for the first time, Mongolia, the Czech Republic and Russia.

The guiding theme of the 2020 edition will be the vision of the 2030 cosmetic industry: thanks to the collaboration of trend and design agencies, associations and international newspapers, Cosmoprof will host seminars and initiatives providing suggestions and ideas to give shape to **Beauty 2030**.

### COSMOPROF WORLDWIDE BOLOGNA 2020: THE SALONS

At **COSMOPACK**, the only exhibition that hosts the whole supply chain - contract manufacturing and private labels, process and packing machinery, primary and secondary packaging, applicators, ingredients and raw materials – international leading companies (**22,9% of Cosmoprof 2020 exhibitors**) will present the latest production technologies. In

addition to pavilions 20, 15, 15A and 18, the 19PK area, the section inside hall 19, is growing. The area dedicated to companies specialized in process and packing machinery in Hall 19PK is growing. In 2021 an entire pavilion will be dedicated exclusively to this sector.

Hall 15 is confirmed as the reference area for international full-service manufacturers. The focus of Hall 18 will once again be the OEM and packaging companies. In hall 20, together with machinery, companies specialized in packaging will find space.

A consolidated area at Cosmopack, **CosmoFactory 2020** will be the first stage of a 3-steps initiative – involving hall 19PK, hall 14 and the Mall, to show new solutions dedicated to the needs of the retail channel. The protagonist of the 2020 edition is “Six4all”, a foundation suitable for multiple skin tones, following values such as diversity and multi-ethnicity which are characterizing our society.

**COSMO | PERFUMERY & COSMETICS** takes place in conjunction with Cosmopack, to facilitate networking between suppliers and finished product companies: from Thursday 12 to Sunday 15 March pavilions 16, 16A, 22, 26, 22T - dedicated to Taiwanese companies - 29B and 19 will open for Perfumery and Cosmetics companies, together with hall 21N dedicated to the green universe and Cosmoprime, in hall 14. Overall, the hall hosts **26,2% of Cosmoprof exhibitors**.

After a constant growth over the last editions, in 2020 **Cosmoprime** will offer a preview of the future of cosmetics and the retail channel. Cosmoprime is an ideal research area for trend scouts who come to Bologna from all over the world, to discover the latest trends. Green companies will on display in **Green Prime**.

The **Extraordinary Gallery** will offer an overview of the most impactful trends for the sector, with independent brands from all over the world presenting to distributors, buyers and representatives of the most important international retail chains their unique approach to beauty. **Green Selection** will indicate exhibitors with natural products.

**Zoom on Emerging Prime** will host companies exhibiting for the first time in Cosmoprof and characterized by a highly innovative solutions, ingredients or marketing and distribution strategies.

**Perfumery and Cosmetics** is the area dedicated to operators and distributors operating in the mass-market. Companies with green products will exhibit in Hall 21N.

**COSMO | HAIR & NAIL & BEAUTY SALON** is the reference sector for operators for the professional channel, with **50,09% of 2020 exhibitors**.

The best for the Hair sector will be on display in halls 25, 31, 32, 33 and 35. This year the area is affected by the renovation of the exhibition area, but next year new spaces will allow a better distribution of companies.

The Beauty & Spa sector hosts companies specialized in products and services for professional aesthetics. Owners and operators of beauty centers will be welcome in the modern spaces available in pavilions 28, 29 and 30.

The Nail hall – pav. 36 - will host professionals in search of product news and the latest nail art trends.

#### **BUSINESS AT COSMOPROF WORLDWIDE BOLOGNA 2020**

Cosmoprof is a strategic appointment for over 265,000 operators in Bologna, thanks to the specific services that from one edition to the other have facilitated networking and business.

The **Buyer Program**, a consolidated tool of the international Cosmoprof network, will offer two meeting stations within the exhibition area, with a lounge inside Cosmoprime for retailers and buyers specialized in the perfumery and cosmetics channels, and a lounge in The Mall, for distributors and buyers for professional channels.

For the 2020 edition, Cosmoprof MyMatch, the innovative match-making software between buyers and exhibitors, will be at the disposal of all buyers who register before the event on Cosmoprof website, in addition to top players invited to Bologna by ITA agencies and by the Italian Chambers of Commerce worldwide (CCIE).

Accredited journalists and influencers will be able to take advantage of the services of the exclusive software of Cosmoprof Worldwide Bologna. It will be easier to discover what's new at Cosmoprof 2020, and therefore contact the exhibitors to receive information materials and possibly plan a meeting at the stand to see and test the product. At the same time, exhibiting companies will have at their disposal an additional tool to increase their business: the voices of the over 1,500 journalists and influencers who come to Bologna every year to find out what the beauty sector will reserve for the future.

#### **DISCOVERING THE TRENDS OF COSMOPROF 2020: THE COLLABORATION WITH ABIBY**

Cosmoprof Worldwide Bologna and the Italian startup Abiby, e-commerce with subscription sales of exclusive beauty boxes, will present a preview of the trends for 2020. During Cosmoprof, Abiby will create a special beauty box, selecting the best proposals among all exhibitors, to present journalists and influencers the must-haves of Cosmoprof 2020 for a trendy beauty routine. To complete the box, an illustrative magazine with the main characteristics of the selected products, created with an original and appealing design: an additional opportunity for high quality brands exhibiting in Cosmoprof Worldwide Bologna.

#### **BEAUTY GIVES BACK HOSTED BY BOUTIQUE: AT COSMOPROF, BEAUTY TURNS GOOD**

For the second time, Cosmoprof is hosting **Beauty Gives Back - hosted by Boutique**, the charity initiative born from the collaboration with **Cosmetica Italia** and **La Forza e il Sorriso Onlus**, the association helping women in difficulty to find self-confidence and to rediscover their beauty. Located in the service center, the area will promote the sale of cosmetic products to operators who will arrive in Bologna from all over the world, from 12 to 16 March.

The initiative suggests a different approach to beauty products, going beyond the usual concepts related to market values or turnover. Companies and attendees will join each other in the name of solidarity for women in cancer treatment.

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**BolognaFiere Cosmoprof**, company of BolognaFiere group, has brought the Cosmoprof format to the whole world. In addition 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 has recently announced the first edition of **Cosmoprof CBE ASEAN**, to debut in 2020 in Bangkok, Thailand, with a focus on the cosmetic industry of South-East Asia. In 2020, **South China Beauty Expo** will also debut, focusing on the professional sector in China.

BolognaFiere Cosmoprof participates as an international sales agent in the organization of events dedicated to the beauty world in strategic markets for the growth of the sector, with a specific focus in South America and Asia. Among them, Cosmoprof collaborates with **Beauty Fair - Feira Internacional de Beleza Profissional** in Sao Paulo, Brazil, dedicated to professional operators and local distributors in the hair sector.

New projects are being scheduled for the upcoming months with particular attention to emerging markets.

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