

2020 <b>COSMOPROF</b> BOLOGNA, ITALY FAIR DISTRICT	<b>12 - 15 MARCH</b>
	COSMOPACK COSMO PERFUMERIES COSMO COSMETICS
	<b>13 - 16 MARCH</b>
	COSMO HARBANA & BEAUTY SALON



## COSMOPROF NETWORK: THE INTERNATIONAL AMBASSADOR FOR THE EXCELLENCE OF THE BEAUTY INDUSTRY

Milan, February 5, 2020 – The roadshow program for the promotion of **Cosmoprof Worldwide Bologna 2020** has come to an end; the world's leading event for the beauty sector presented its future initiatives in strategic markets. Eight meetings were organized with the participation of 500 key figures for the sector, including companies, buyers, operators, associations, and journalists. The roadshow was organized with the support of the **Ministry of Foreign Affairs of Italy** and the **Italian Trade Agency (ITA)**, as part of a project to enhance the Made in Italy initiative in the world. **Cosmetica Italia**, the association of Italian cosmetic companies, was the official partner.

"The roadshows are a strategic step for the promotion of the Cosmoprof platform in the world," **Gianpiero Calzolari, President of BolognaFiere**, said. "Thanks to the support of MISE and ITA, our brand has become an example of *made in Italy*, as well as an ambassador of the excellence of the cosmetic industry worldwide. The relationships and synergies created during the roadshow with associations and local authorities increase the business opportunities for companies and operators of our community every year and allows us to welcome important delegations of retailers, buyers, and distributors from strategic markets to Bologna."

"With an increase in exports to 6.7% in the first nine months of 2019 from a share of world exports of 5% the previous year in the same time period, the Italian cosmetics increasingly confirms its foreign position," **Carlo Ferro, President of the ICE Agency**, said. "To consolidate these results and give greater impetus to exports in the sector, the ICE Agency has implemented a series of activities, including support for this new edition of Cosmoprof. The exhibition will host a new sector dedicated to BeautyTech companies that will feature approximately 30 start-ups presenting the products and services of the future. To provide them as much visibility as possible, ICE has invited 20 investors from abroad, in addition to 170 buyers from over 20 countries."

"More than 40% of the turnover of our companies is allocated to international markets. Export data records a constant growth, reaching a value of up to 5 billion Euros, according to the latest forecasts for the end of 2019," **Renato Ancorotti, President of Cosmetica Italia**, added. "This historic partnership with Cosmoprof allows us to promote the Italian cosmetic industry and its high quality and safety standards around the world, supported by continuous investments in research and innovation, to provide increasingly competitive and cutting-edge offerings."

In advance of the 2020 edition, Cosmoprof scheduled its promotional activities in the most performing geographical areas for the development of the beauty sector.

In Europe, the conferences organized in **Paris (9 October)**, **Stockholm (11 November)**, and **London (27 November)** made it possible to strengthen the Cosmoprof brand identity in key markets for the international community. The exhibition is an important stage for the excellence of production in France, in the United Kingdom, and in Sweden. Moreover, the convergence in Bologna of companies from over 150 countries in the world allows R&D managers, trend scouts, retailers, and local distributors to discover the most interesting solutions for European consumers.

Among the new business areas is North Africa. The presentation in **Casablanca, Morocco (22 October)**, highlighted how the country is developing ideal conditions for foreign multinationals, thanks to relative economic stability and progressive investments in infrastructures. In addition to a constant demographic and economic growth, Morocco can

offer high-quality ingredients from the territory and a rich range of natural proposals, now very popular among beauty consumers.

Among the stakeholders interested in the cosmetic industry is Russia. Recently, the market has faced serious economic pressures due to developments in international politics. The strong purchasing power of the middle class, the interest in international luxury brands, and the presence of numerous demographic areas with over one million inhabitants are among the factors behind the continuous growth of the CIS markets, particularly for perfumery and cosmetics. Cosmoprof made a stop in **Novosibirsk, Siberia (19 November)**, an important transport hub and a chemical-pharmaceutical reference hub for the country since the second post-war period. The city is located in the heart of Siberia, a region characterized by unique geophysical variety, which is the basis of the development of companies specialized in raw materials for the beauty industry.

Among the stops on the Cosmoprof roadshow was the not to be missed South America, being a stage of visibility already for the brand thanks to its collaboration as an international sales agent with local events. In **Mexico City, from 27 to 29 October**, meetings were held with associations, companies, and local import/export organizations to evaluate the most suitable initiatives to attract local exhibitors and operators to Cosmoprof. The cosmetic sector in Mexico records constant growth rates and the country represents an important gateway for international operators.

The Cosmoprof platform has organized conferences and presentations as well in the Middle-East and the Gulf countries in **Qatar (25 October), Riyadh, Saudi Arabia, and Kuwait (3 and 4 December)**, meeting with government agencies in search of the best solutions to facilitate both the entry of international companies and the participation of local operators and producers in Cosmoprof events. This synergy aims at optimizing the enormous economic potential of these territories, with a population that is increasingly attentive to personal care, and with a per capita wealth rate among the highest in the world. The recent start of tourism from abroad and the increasingly consolidated relations between the United Arab Emirates and Western countries offer multiple opportunities for international companies.

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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 special attention to emerging markets.

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