

BOLOGNA, ITALY  
FAIR DISTRICT

28 APRIL – 1 MAY 2022

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

29 APRIL – 2 MAY 2022

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

## COSMOPROF WORLDWIDE BOLOGNA PREPARES TO WELCOME INTERNATIONAL OPERATORS

February 2022 – The 53rd edition of **Cosmoprof Worldwide Bologna**, scheduled from **28 April to 2 May 2022 in Bologna**, is preparing to welcome the international operators of the cosmetic industry with customized services and facilities to experience the event in complete safety.

Cosmoprof Worldwide Bologna 2022 will remain consistent with the pre-pandemic editions, with **over 2,700 companies confirmed to date, coming from 71 different countries**: the exhibition area will comprise **34 pavilions, including 26 Country Pavilions**. Cosmoprof represents the renaissance of the cosmetic industry and its ever-growing global community, with over 30% of exhibitors attending for the first time or returning to Bologna after a few years of absence, pleasantly impressed by the ability of the event to renew itself and adapt to new business tools. After a two-year hiatus, coming back in person at Cosmoprof Worldwide Bologna, following the necessary safety protocols, will resume conventional commercial activities by discovering new products and establishing new business relations. The event currently features the **attendance of buyers from more than 80 countries**.

"The 2022 edition of Cosmoprof Worldwide Bologna will be an opportunity to relaunch the cosmetics industry worldwide. We expect remarkable participation of international operators, who will be able to connect with consolidated business partners and new collaborators, finally in person. After two years of virtual events, the business community shows great expectations and excitement for the return of the Exhibition in real life", said **Gianpiero Calzolari, President of BolognaFiere**.

"We return to Bologna with great enthusiasm, ready to seize the numerous opportunities that only an in-person event like Cosmoprof can offer", states **Renato Ancorotti, President of Cosmetica Italia**. "The cosmetics sector has never stopped, on the contrary, it has proved its significance in daily life and the strong dynamism of its companies. The pandemic has imposed some slowdowns and changes; however, the surveys are showing us a recovery of exports (the preliminary figure for 2021 indicates growth close to 13%), and keeping the focus on investment, research and innovation has placed the cosmetic industry among the excellence of Made in Italy. Thanks to the collaboration with our partner BolognaFiere Cosmoprof, we will be able to highlight these important considerations at the most important event dedicated to the beauty world."

"Being in contact with companies and professionals on the daily basis, we understand the importance of returning to the event in person. In the last two years, manufacturers and brands have had to look for new digital ways to present the new launches. However, the fair, with its networking and in-depth analysis opportunities, remains an essential experience for developing new projects and building strategies for the future", said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "The 2022 edition will be absolutely in line with the results of 2019, a record year for Cosmoprof. For the 2022 edition, our goal is to offer a top-quality event to stakeholders, with the most suitable services and tools to deal with the new post-pandemic scenario."

### BUYER PROGRAM AND COSMOPROF MY MATCH: TOOLS TO FACILITATE SUPPLY AND DEMAND

To offer a fitting program of visits and dedicated services to international operators, Cosmoprof Worldwide Bologna has increased investments in the **Buyer Program**. This project aims to favour the exchange between supply and demand. Thanks to the Buyer Program, buyers, retailers, and distributors can receive support and indications to better organize their experience at the event and discover the most valuable products and services to develop their business. Managers, importers, distributors, wholesalers belonging to all

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represented sectors and distribution channels can participate in the Buyer Program. For 2022, thanks to special projects with media partners and trade associations, the presence of Italian and European large-scale retail chains and perfumeries will be encouraged, as well as distributors and importers from the area of Middle-East and Gulf countries.

To optimize the experience at Cosmoprof and organize business meetings beforehand, **Cosmoprof My Match** is the digital match-making platform created by Cosmoprof. The service has constantly evolved, and today it offers live chat and virtual tools that facilitate networking between company and operator.

Cosmoprof My Match and the Buyer Program offer a double service to professionals. Exhibitors have at their disposal a virtual showcase to present product launches and to invite the most qualified and valuable operators to their stand for the development of new collaborations. At the same time, visitors from worldwide can play an active role in the purchasing process. They can select the most suitable brands and suppliers for their business, discover the main trends worldwide, and get inspired by the most innovative proposals present at Cosmoprof.

#### INITIATIVES TO FACILITATE INTERNATIONAL ATTENDANCE

Cosmoprof Worldwide Bologna has always been the preferred observatory for international stakeholders to discover the evolution of the cosmetic industry. The exhibitors of the 2022 edition will bring trends and innovations from around the world back to Bologna, with over 2,700 companies representing 71 countries.

To facilitate the presence of buyers, distributors, importers, and wholesalers from the main markets, the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency** are offering strategic support. Thanks to the funds provided for the extraordinary Made in Italy promotion plan, Cosmoprof will guarantee a hospitality program and specific services for selected operators. The green corridors established in recent months to support the internationalization of the Italian trade fair system will allow foreign buyers and exhibitors from safe countries to reach Bologna in a facilitated way under a derogation on the quarantine. Finally, the recent approval of the decree-law - allowing the secure access of international operators from non-EU countries with vaccines other than those approved by the EMA - will further encourage the return to Cosmoprof in person. All the details are available on the Italian Ministry of Health [website](#).

#### WHY ATTENDING THE EXHIBITION IN PERSON - SPECIAL PROJECTS 2022

In addition to a top-quality exhibition offer, with the world's leading market players, Cosmoprof offers a rich content calendar built with trend agencies and consumer behaviour analysts. From Thursday to Saturday, operators and professionals will access **CosmoTalks**, with its exclusive and current contents. Cosmoprof Worldwide Bologna will become the ideal observatory to learn about the situation in the beauty market and predict its evolution, thanks to the contribution of experts from all over the world.

The usual appointment with **CosmoTrends**, the report exclusively curated by the internationally renowned trend agency BEAUTYSTREAMS, finally returns.

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Starting from the future trends that are already transforming our daily lives, the BEAUTYSTREAMS experts will analyse the proposals of the Cosmoprof exhibitors, highlighting the most impacting topics to date and what will be the developments in the coming months. The report will be a strategic tool for the press, buyers, trend scouters, and influencers to discover the most innovative proposals.

BEAUTYSTREAMS will also curate the **Cosmoprof & Cosmopack Awards** project, celebrating the most innovative proposals, the best performing services, and the beauty products with the most significant impact on consumers. The Cosmoprof & Cosmopack Awards are a highly coveted recognition in a field that involves all sectors of the cosmetics industry. After two years of virtual product launches, the Awards are the best showcase to highlight the industry's research, innovation, and creativity. The Cosmoprof Awards will give recognition to the best proposals for the finished product; the innovations of the production chain will be the protagonists of the Cosmopack Awards.

**CosmoFactory**, the initiative born within Cosmopack, represents the true essence of the event. It brings the entire production process of a cosmetic product into a physical set-up: from the creation and development phase to the formulation, from the filling solutions to the new packaging proposals, up to the selling process in retail and the consumer experience. The eighth edition of the project will develop the concept of diversity, a characterizing element of the evolution of society in a multi-ethnic and multicultural key. The protagonist of the 2022 initiative is "Six4all" - a foundation that combines a neutral base with six shades of colours. A skilful mix allows you to create a specific product for each skin type. The **centdegrés** design agency will curate the installation. A unique example of a fully functional production chain recreated within an exhibition space, CosmoFactory is a hymn to know-how and the technological revolution. To date, the confirmed partners are Pink Frogs Cosmetics for the formula of the base and the six shades of colours, Marchesini Group Beauty for the machinery, PennelliFaro with a brush designed specifically for the drafting of the product, Scandolara for the primary packaging, an exclusive aluminium tube, Seriplast A.T. Packaging for the sample size and Gatto Astucci for secondary packaging - a clutch designed to highlight the quality of the product. The project will involve also Stratasy with its 3D industrial technologies.

#### EVENTS FOR THE BEAUTY SALONS AND SPA SECTOR

From Friday 29 April to Monday 2 May, a full calendar of initiatives will involve beauticians and nail technicians. At Cosmoprof Worldwide Bologna 2022, massage will be the protagonist of **World Massage Meeting by Cosmoprof**, the event dedicated to the most innovative and current body techniques presented by international master masseurs and leading exponents. Now more than ever, massage is among the most popular treatments in beauty centers and spas all over the world: it is a moment of great well-being and balance, achieved with the help of the expert hands of professionals. The initiative, organized in collaboration with EMA - European Massage Association and CIDESCO International, will be an opportunity to learn the secrets of the trade directly from the most qualified operators and experts.

Cosmo Onstage, the stage dedicated to the novelties of the beauty salons and hair sectors, will welcome the new **Masterclass** project, a high-level training course curated by universities and high-caliber training bodies, which will address and analyze in-depth the issues the profession is currently facing. In fact, consumers are asking for increasingly safe,

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high-performance, and personalized services and treatments, and cutting-edge, quality centers. The path offered by Cosmoprof is organized with lectures dedicated to the management, communication, and professional growth, without neglecting updates on techniques and services suited to customer needs.

The **Wunderkammer**, the lounge in the beauty sector will complete the Cosmoprof content offer. Here beauticians and operators will be able to discover the most innovative launch products, equipment, and treatments, thanks to a tight schedule of video contributions from exhibitors.

#### EVENTS FOR THE HAIR SECTOR

Companies specializing in products, accessories and furnishings for hairdressing salons will be on display in halls 25, 31, 32, 33, 35 and 37. **On 1 and 2 May, On Hair** returns on the stage of Cosmoprof Worldwide Bologna in pavilion 37, the new BolognaFiere space recently inaugurated. A theater with a capacity of over 8,000 people, 2 days with the most engaging hair shows and teams and masters known all over the world and bearers of novelty and creativity. The artistic teams will take the stage: MY.TEAM Academy x MY.ORGANICS, Rudy Mostarda x Extrema Hair, Attilio Artistic Team, Mauro Galzignato W/KEMON CREW x Kemon, Hair Company Professional, Medavita Artistic Team, Z.One Concept International Artistic Team, NOW PROGRESSIONAL TEAM in collaboration with Alfaparf Milano, Mimmo Laserra x Maletti Group, Paul Gehring x Vitality's, Gogen Team x Alter Ego Italy, Gea Hair Academy, Fashion Mix x Xenon Group, Gianni Rando in collaboration with Alfaparf Milano, Josh La Monaca x Gamma Più, Graham Hill, Luxina Academy x Edelstein, Spaghetti's.

At Cosmoprof Worldwide Bologna 2022 the stage dedicated to young talents, HAIR RING, celebrates 10 years. The event, which for the occasion will become "Selected", will have an increasingly professional nature, and will focus on the excellence of the best creative talents by selecting the 12 best contestants, who will take turns on stage showing the public creations inspired by themes chosen by the famous fashion academy NEXT FASHION SCHOOL.

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