

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

THE 53<sup>RD</sup> EDITION OF  
COSMOPROF WORLDWIDE  
BOLOGNA HAS COME TO  
THE END

May 2, 2022 – Great results for the 53rd edition of Cosmoprof Worldwide Bologna. **Visitors from more than 140 countries attended the event**, discovering the novelties and innovations presented by **more than 2,700 exhibitors from 70 countries**, thanks to the investments of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA – Italian Trade Agency** as part of projects for the promotion of the Italian beauty industry in the main markets worldwide.

"We are really proud of the results of the exhibition: Cosmoprof has once again confirmed its role as a reference event for the global cosmetics industry, despite the current complicated scenario. The exhibitors highlighted the impressive professional quality of visitors and the high number of international operators. Europe is confirmed as the main area of origin, but attendance from Asia and the Americas goes well beyond expectations. The African and Middle East markets follow with very interesting percentages in view of future prospects. It was very exciting to see the aisles of the fair come alive with operators from all over the world, concluding orders and discussing new projects. We hope to have offered companies and professionals a profitable experience," said **Gianpiero Calzolari, President of BolognaFiere**.

The educational events have been particularly popular, too. From Thursday to Saturday, the Cosmotalks sessions brought together visitors to discuss the new trends that will revolutionize the industry. Professional operators appreciated presentations and live demonstrations dedicated to the Beauty & Spa sector, World Massage Meeting and Masterclass. Great enthusiasm also in the theatre in pavilion 37, with the On Hair shows that finally brought together hairstylists and employees in the hair sector.

"We waited a long time for this 53rd edition of Cosmoprof Worldwide Bologna. To finally finding ourselves in the halls of the Bologna exhibition centre was undoubtedly an important moment for our sector, which highlighted the desire to restart. A relaunch that rests on solid foundations. By 2021 the Italian cosmetics sector has shown its ability to react and by 2022, despite the uncertainties of the international scenario, it is estimated to return to pre-crisis levels with the turnover that will return to exceed 12 billion euros. The historic synergy with our partner BolognaFiere Cosmoprof has allowed us to give voice to the excellence of the Italian cosmetic industry, a real flagship of Made in Italy and a strategic sector for the country system", commented **Renato Ancorotti, President of Cosmetica Italia – the personal care association**.

"This edition of Cosmoprof was extremely positive. Our exhibitors have finally met buyers and distributors from all over the world in person. We are aware that many companies had to give up their presence due to the restrictions related to the pandemic and the war between Russia and Ukraine. For this reason, our match-making system, Cosmoprof My Match, will remain available to our operators also in next days. We want to guarantee the visibility and quality of Cosmoprof business opportunities even beyond the days of the fair. Cosmoprof Worldwide Bologna has strengthened its role as business partner for professionals, and our goal is to guarantee a continuous and performing networking platform," said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

Cosmoprof Worldwide Bologna will be back in 2023.

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

WWW.COSMOPROF.COM  
Organized by  
BolognaFiere  
Cosmoprof S.p.a.

COMPANY OF



IN PARTNERSHIP WITH



WITH THE SUPPORT OF

