

**BOLOGNAFIERE COSMOPROF
REINFORCES ITS
INTERNATIONAL LEADERSHIP
THANKS TO THE ACQUISITION
OF HEALTH & BEAUTY GROUP**

Milan (Italy), 1 August 2018 – **BolognaFiere Cosmoprof**, company of BolognaFiere Group and organizer of the events of the international *Cosmoprof* network, consolidates its international leadership thanks to the acquisition of the German group **Health & Beauty**.

With this agreement, the platform of **Cosmoprof Worldwide Bologna** further extends its presence in the professional beauty salon and nail sectors, and expands its business in publishing and digital, acquiring high quality know-how and professionalism. With this strategical acquisition, which will be executed in October, Cosmoprof will reach a **total turnover of 90 million euros**.

Health & Beauty, based in Ettlingen, Germany, is an international media company with a portfolio of **30 trade magazines** focused on the beauty industry. The group organizes the trade shows of the **Beauty Forum** brand in **14 countries**, and it involves **1.600 companies** and **130.000 professionals**.

Beauty Forum is held in **Germany**, with the events in **Munich** and **Leipzig**, in **Switzerland - Zurich**, in **France** with the show in **Paris**, in **Poland** with two events in **Warsaw**, in **Hungary - Budapest**, e in **Romania - Cluj-Napoca**.

The group has specific agreements for the organization of events in **Greece (Athens)**, **Slovakia (Trencin)** and in **Slovenia (Ljubljana)**; furthermore, it promotes match-making meetings in **Dubai**, **Nice** and **Toulouse**, with a turnover up to 13 billion euro.

BolognaFiere Cosmoprof has been assisted by Nctm Studio Legale for legal aspects, Marchese&Zanardi for tax and financial aspects, and by the German lawfirm Luther with respect to German law profiles.

Thanks to this acquisition, the Cosmoprof network enlarges its area of influence in key markets for the beauty industry in Central Europe, increasing business opportunities for more than **370,000 professionals** and **7,000 companies** attending the events of the group around the world.

BolognaFiere Group held the Cosmoprof format all over the world. Together with the Cosmoprof shows in Bologna, Las Vegas, Mumbai and Hong Kong (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India Preview** and **Cosmoprof Asia**), the group participates as international sales agent for beauty trade shows in key markets for the sector: **Iran Beauty & Clean** in Teheran, **Belleza y Salud 2018**, in Colombia, Bogotá, and from 2018 in South East Asia with **AseanBeauty** (Thailand), **PhilBeauty** (Philippines), **VietBeauty** (Vietnam) and **BeautyExpo** (Malaysia).

For further information, www.cosmoprof.com