

Biggest ever Qatari delegation to visit Cosmoprof in Italy next year

As many as 20 Qatari entities are expected to participate in Cosmoprof 2020

SATYENDRA PATHAK
 DOHA

In a bid to promote 'Made in Italy' products in Qatar, organisers of world's leading B2B event for cosmetic industry 'Cosmoprof Worldwide Bologna' held a roadshow to meet companies, associations, distributors, retailers, and key players in Qatar's cosmetic industry.

Scheduled to be held from March 12 to March 16 in 2020 in Bologna, Italy, Cosmoprof is a reference event for the global beauty sector.

Held as part of the 'Heja Arabian Fashion Exhibition' in Doha, the roadshow was organised in collaboration with Cosmetics Italia and Italian Personal Care Association to attract the biggest ever Qatari participation to the upcoming mega event.

The Italian Ministry of Economic Development and the Italian Trade Agency (ITA) is supporting the initiative to promote the excellence of Italian beauty products in the world.

Talking to *Qatar Tribune* on the sidelines of the event, Italian Trade Commissioner Doha Office Giosafat Rigano said that as many as 20 Qatari entities are expected to participate in Cosmoprof Worldwide Bologna next.

It will be the largest ever



Dignitaries at the Cosmoprof Worldwide Bologna event organised during the Heja Exhibition in Doha on Friday.

Italy emerges second biggest exporter of cosmetics to Qatar

SATYENDRA PATHAK
 DOHA

ITALY has emerged as the second biggest exporter of cosmetic products to Qatar after France, Italian Trade Commissioner Doha Office Giosafat Rigano has said.

Talking to *Qatar Tribune* on the sidelines of Cosmoprof roadshow in Doha, Rigano said that exports of cosmetic

delegation from Qatar to participate in the annual cosmetics event, he said.

With the Gulf region experiencing significant financial and social transformations offering growth opportunities for many sectors, Rigano said, Qatar has been rightly chosen as the kick-off for shopping and business activities in the region.

"Italy is a worldwide leader in the cosmetic industry thanks to its continuous research and

developing expertise in the field presented every year at the Cosmoprof. The presentation by Cosmoprof in the context of Heja will help in bridging Italian and local operators in the growing sector of cosmetics industry," Rigano said.

"The presentation(s) of Cosmoprof during the Heja Exhibition represents a special opportunity to promote once again the relevance of the Italian cosmetic industry in a challenging and flourishing

products from Italy to Qatar increased 5 percent to 15 million euros in the first half of 2019, compared with the same period in the previous year.

Rigano said the main cosmetic products exported to Qatar from Italy include deodorants, skincare products, perfumes and hygiene products.

Rigano said that trade in general between the two countries has also grown 20 percent to 1.36 billion euros in the first six

months of 2019. While the Italian exports to Qatar increased 36 percent in the first half of 2019, he said the Qatari exports to Italy also jumped 10 percent.

"The growing trade volume shows the importance of Qatar for us in the Gulf region. This is the reason why we are holding Cosmoprof roadshow in Qatar," he said.

"Cosmoprof will be vital in further strengthening the trade ties between the two countries," he said.

"The presence of local brands, importers, distributors and retailers at Cosmoprof is certainly a strong attraction for many international operators. It is therefore important for Cosmoprof to strengthen the synergies with local productive associations and districts, to contribute to the development of the global cosmetic market."

The Cosmoprof network led by BolognaFiere Cosmo-

prof General Director Enrico Zannini and BolognaFiere Cosmoprof International Marketing Manager Mattia Miglio delivered a presentation highlighting the relevance of the mega event for the fashion industry in general and the Qatar's cosmetics industry in particular on the occasion.

Speaking on the occasion, Deputy Head of Mission at the Italian Embassy in Qatar Carlotta Colli said, "The Heja exhibition has become an increasingly dynamic and interesting platform in the Gulf region and we are proud that this edition is hosting prestigious and exclusive 'Made in Italy' brands, including in the cosmetic and beauty sector. Cosmoprof is an ideal platform for the representatives of Qatar's cosmetic industry to explore latest products and trends in this industry."

During the presentation, Abu Issa Holding Chairman Ashraf Abuissa and Aldo Coppola Qatar Business Partner Zhan Temerkhanov also shared their overview of the cosmetics industry in Qatar.

Speaking on the occasion, Abuissa highlighted the growth of cosmetic industry that began in Qatar in 1950s.

Citing the Gulf region as the pioneers of mixing perfumes, he said, "Perfumes originated from the Indian subcontinent. However, the people of the Gulf region perfected the art of mixing perfumes that became very popular in the European continent."

In a statement issued on the occasion, Cosmoprof said that many important factors have contributed to the development of the cosmetic market

in Qatar. Among these are the high purchasing power of the population that favours luxury malls with premium and high-end perfumery brands, against the development of mass market brands, which are still very weak today. The growth of international tourism has strengthened this sales trend as well.

"The increase in the employment rate of the female population was an important factor for economic growth. Nowadays, women are called upon to look after their image in work activities outside their home," the statement said.

"This situation has led to higher sales for specific products with natural ingredients, to mitigate harmful effects of pollution, sun, dust, especially in the high temperature and dry environs in Qatar. Today, the most popular products include make-up and colour, exotic products, specific for the heat and characteristics of the skin of the Middle Eastern populations, and Halal cosmetic products, therefore considered legitimate for Islamic religion," Cosmoprof said.

It said, "Alongside local productions, luxury brands play the most important role and obtain the highest profits within the luxury shopping malls of the capital. Qatar offers important business opportunities for many cosmetic companies, involved in the international community of Cosmoprof Worldwide Bologna. The meeting in Doha lays the foundations for new collaborations and new developments, for the growth of the entire beauty sector."

On the occasion, Cosmoprof said that many important factors have contributed to the development of the cosmetic market

in Qatar. Among these are the high purchasing power of the population that favours luxury malls with premium and high-end perfumery brands, against the development of mass market brands, which are still very weak today. The growth of international tourism has strengthened this sales trend as well.

"The increase in the employment rate of the female population was an important factor for economic growth. Nowadays, women are called upon to look after their image in work activities outside their home," the statement said.

"This situation has led to higher sales for specific products with natural ingredients, to mitigate harmful effects of pollution, sun, dust, especially in the high temperature and dry environs in Qatar. Today, the most popular products include make-up and colour, exotic products, specific for the heat and characteristics of the skin of the Middle Eastern populations, and Halal cosmetic products, therefore considered legitimate for Islamic religion," Cosmoprof said.

It said, "Alongside local productions, luxury brands play the most important role and obtain the highest profits within the luxury shopping malls of the capital. Qatar offers important business opportunities for many cosmetic companies, involved in the international community of Cosmoprof Worldwide Bologna. The meeting in Doha lays the foundations for new collaborations and new developments, for the growth of the entire beauty sector."

On the occasion, Cosmoprof said that many important factors have contributed to the development of the cosmetic market

in Qatar. Among these are the high purchasing power of the population that favours luxury malls with premium and high-end perfumery brands, against the development of mass market brands, which are still very weak today. The growth of international tourism has strengthened this sales trend as well.

"The increase in the employment rate of the female population was an important factor for economic growth. Nowadays, women are called upon to look after their image in work activities outside their home," the statement said.

"This situation has led to higher sales for specific products with natural ingredients, to mitigate harmful effects of pollution, sun, dust, especially in the high temperature and dry environs in Qatar. Today, the most popular products include make-up and colour, exotic products, specific for the heat and characteristics of the skin of the Middle Eastern populations, and Halal cosmetic products, therefore considered legitimate for Islamic religion," Cosmoprof said.

It said, "Alongside local productions, luxury brands play the most important role and obtain the highest profits within the luxury shopping malls of the capital. Qatar offers important business opportunities for many cosmetic companies, involved in the international community of Cosmoprof Worldwide Bologna. The meeting in Doha lays the foundations for new collaborations and new developments, for the growth of the entire beauty sector."