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Cosmoprof Bologna completes its roadshow program

16-Jan-2020

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Cosmoprof Worldwide Bologna will run from 12 - 15 March this year



The roadshow program for the promotion of Cosmoprof Worldwide Bologna 2020 has come to the end: the world's leading event for the beauty sector presented its next initiatives in strategic markets.

Eight meetings were organised, 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 Italian Ministry of Economic Development and ITA - Italian Trade Agency, as part of a project to enhance the Made in Italy in the world. Official partner is Cosmetica Italia, the association of Italian cosmetic companies.

"The roadshows are a strategic step for the promotion of the Cosmoprof platform in the world" says Gianpiero Calzolari, President of BolognaFiere.

"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, we can welcome in Bologna important delegations of retailers, buyers and distributors from strategic markets."

"More than 40% of the turnover of our companies is allocated to international markets. Export data record a constant growth, reaching a value of up to 5 billion euros,

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according to the latest forecasts for the end of 2019"adds Renato Ancorotti, President of Cosmetica Italia."

"The 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 offer an increasingly competitive and cutting-edge offer".

For the promotion of the 2020 edition, Cosmoprof scheduled its promotion activities in the most performing geographical areas for the development of the beauty sector.

In Europe, the conferences organized in Paris (9 October), in Stockholm (11 November) and in London (27 November) made it possible to strengthen 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 scouters, retailers and local distributors to discover which could be the most interesting proposals for European consumers.

Among the new business areas, North Africa. The presentation in Casablanca, Morocco (22 October), highlighted how the country is developing ideal conditions for foreign multinationals, thanks to a 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 and bio proposals, now very popular among beauty consumers.

Among the stakeholders in the cosmetic industry, Russia is also very interested. Recently, the market has faced serious economic pressures due to developments in international politics.

The strong purchasing power of the middle classes, the interest in international luxury brands, the presence of numerous demographic basins with over one million inhabitants are among the factors behind the continuous growth of the CIS markets, in particular 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 characterised by a 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, South America could not be missed, being already a stage of visibility for the brand, thanks to its collaboration as an international sales agent with local events.

In Mexico City, from 27 - 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 organised conferences and presentations as well in the Middle-East and the Gulf countries, in Qatar (25 October), in Riyadh, Saudi Arabia, and in 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 the Cosmoprof events.

The synergy aims at optimising the enormous economic potential of these territories, with a population that is increasingly attentive to personal care, and with a per capita



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wealth rate among the highest in the world.

The recent opening to tourism from abroad and the increasingly consolidated relations between the Arab Emirates and Western countries offer multiple opportunities for international companies.



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