

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF WORLDWIDE BOLOGNA OPENS THE 55th EDITION WITH 3,012 COMPANIES FROM 69 COUNTRIES.

March 21st, 2024 - The 55th edition of Cosmoprof Worldwide Bologna opens with extremely positive results. There are **3,012 exhibiting companies present, coming from 69 countries**, marking a **4% increase compared to 2023**. The European representation is very strong, with 58% of exhibitors compared to 42% from non-European countries. Particularly noteworthy is the percentage of **new exhibitors compared to 2023, which accounts for 35% of the total**, which indicates how Cosmoprof Worldwide Bologna is a strategic showcase for brands seeking global visibility for the first time. Confirming the international appeal of the event, it is worth highlighting the **participation of 30 national pavilions**: their exhibition offerings bring renewal and new trends from **Australia, Brazil, China, Korea, France, Germany, Japan, Greece, India, Indonesia, Ireland, Latvia, Poland, Spain, Sweden, Ukraine, UK, Taiwan Region, Czech Republic, Romania, Turkey, USA**. New additions compared to the 2023 edition include **Estonia, Norway, the Pacific Islands, Palestine, and Singapore**.

The main innovation of the 2024 edition is the new date format, with **the coordinated opening of all pavilions on the same day, Thursday, March 21, to facilitate interaction between distribution channels** and the presence of international stakeholders. **Cosmopack and Cosmo Perfumery & Cosmetics** are open for 3 days until **Saturday, March 23rd**. The pavilions dedicated to the professional channel of **Cosmo Hair Nail & Beauty Salon** remain active for 4 days until **Sunday, March 24th**.

Thanks to the multi-channel promotional activities, the engagement of the professionals has increased in recent months. **Operators from 150 countries** are expected to attend the event. Collaboration with the **Ministry of Foreign Affairs and International Cooperation** and with **ITA – Italian Trade Agency** has encouraged the presence of **over 70 delegations with the most important importers, distributors, and retailers worldwide**.

"The results of Cosmoprof Worldwide Bologna 2024 reflect the confidence and optimism of the market: despite a very complicated international scenario, companies and operators still choose Bologna to plan their next activities and meet suppliers, manufacturers, brand owners, buyers, distributors, and retailers from around the world," emphasizes **Gianpiero Calzolari, President of BolognaFiere**. "Cosmoprof Worldwide Bologna is a global excellence in the trade fair sector: it is indeed one of the few formats present with multiple brand events in key continents. The event is the flagship of the BolognaFiere group: thanks to the ability to adapt initiatives and business tools to the needs of professionals in individual areas and regions, Cosmoprof boasts a community of over 500,000 operators and over 10,000 companies from 190 countries. After 55 editions, Cosmoprof Worldwide Bologna is still an indispensable business partner for those operating in the cosmetics industry."

Cosmoprof Worldwide Bologna is the most important event of the international Cosmoprof platform, which, with its events in Hong Kong, Las Vegas, Mumbai, Bangkok, and now Miami, offers unique international business opportunities. The excellence of the services offered and the presence of key players in all sectors of the industry make participation in Cosmoprof an unparalleled experience. It simultaneously offers an **exhibition of excellence** with the most interesting innovations from every country in the world and **quality training moments** with the contribution of prestigious experts and opinion leaders. Additionally, **specific digital services tailored to the needs of individual operators** and the **know-how of a highly qualified team** help stakeholders increase commercial relationships and new projects with exclusive matchmaking tools such as Cosmoprof My Match and the Buyer Program aimed at buyers from around the world.

Thanks to these elements, Cosmoprof Worldwide Bologna has been included in the promotion program for Made In Italy abroad by the **Italian Ministry of Foreign Affairs and International**

Press Office
BolognaFiere Cosmoprof
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253
press@cosmoprof.it

www.cosmoprof.com
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In partnership with
 COSMETICA ITALIA
the personal care association

With the support of
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Cooperation and **ITA - Italian Trade Agency** since 2017. For this edition, the ICE Agency has activated its international offices to invite key players in the industry to the event. "165 foreign buyers, 70 countries of origin, 42 journalists. These are the numbers related to the incoming of operators that ITA brings to the 2024 edition of Cosmoprof. The beauty industry is one of the sectors where innovation and research aimed at wellness and sustainability come together to create excellent products recognized worldwide," said **Matteo Zoppas, President of ITA – Italian Trade Agency**. "The export data validates the potential of the sector; in 2023, it recorded double-digit growth (+20.2%), surpassing 7 billion euros. Promoting investments and innovation, along with business-matching opportunities between Italian companies and those in both established and emerging markets, is crucial for the growth and competitiveness of Made in Italy in this sector. That's why ITA is participating in Cosmoprof again this year, the main event of Italian beauty on a global scale. In close synergy with all the players of the Country System involved in the projects of Diplomacy of Growth, we continue to invest in trade fair platforms, contributing to the positioning and promotion of Italian beauty worldwide."

Also supporting Cosmoprof Worldwide Bologna is Cosmetica Italia, the personal care association, a long-standing partner of Cosmoprof and a partner for the promotion of the format and made-in-Italy cosmetics worldwide. "At Cosmoprof Worldwide Bologna, an entire supply chain that represents a pillar of Made in Italy finds expression and encounters," highlights **Benedetto Lavino, president of Cosmetica Italia - The personal care association**. "The high standards of quality, safety, innovation and creativity make the Italian cosmetic offer recognised and in great demand not only on the domestic market but also on international markets: suffice it to think that in the last 20 years, the value of our exports has quadrupled, exceeding 7 billion euro in 2023, equal to 46% of the national cosmetic production that has exceeded 15 billion. Thanks to the historic partnership that has linked Cosmetica Italia and Cosmoprof for over 50 years and the synergic work with government, institutions and stakeholders, at Cosmoprof, we give voice to a national excellence that creates value for the entire Country System".

For more information, visit www.cosmoprof.com.

Press Office
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arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253
press@cosmoprof.it

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Ministry of Foreign Affairs
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