

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

AT COSMOPROF WORLDWIDE BOLOGNA 2024, ALL THE NOVELTIES AND SERVICES FOR INTERNATIONAL STAKEHOLDERS

All the pavilions will open on Thursday, March 21, to optimize the networking between stakeholders. The new formula has found great appreciation: all exhibition halls are expected to be sold out with companies from 61 countries already confirmed.

October 31, 2023 – On March 2024, **Cosmoprof Worldwide Bologna** will celebrate its 55th edition with important novelties, demonstrating once again its adaptability in the beauty sector.

The leading B2B event dedicated to the cosmetic industry will take place from **Thursday, March 21 to Sunday, March 24. All the pavilions will open simultaneously** on Thursday, March 21, following the increasing multi-channel approach of beauty stakeholders. **Cosmopack**, dedicated to the supply chain, and **Cosmo Perfumery & Cosmetics**, hosting companies and retailers of the Perfumery and Cosmetics sector, will be open for three days **until Saturday, March 23. Cosmo Hair & Nail & Beauty Salon will open on Thursday, March 21**, optimizing networking activities and trade exchanges with other sectors, and will **close on Sunday, March 24**, after four days full of events for hairstylists, beauty and nail professionals, until Sunday evening. The new formula has been approved among international companies and stakeholders: in 2024, all exhibition halls are expected to be sold-out with **companies from 61 countries** that have been already confirmed.

Cosmoprof Worldwide Bologna is a working platform particularly focused on the business needs of global stakeholders, thanks to its strategic investment in digital marketing promotion, which today has led to more than 2 million website visits and more than 4 million social media impressions, and to the participation of more than 1.300 journalists and influencers from all over the world. The support of the **Italian Ministry of Foreign Affairs and International Cooperation** and of **ITA – Italian Trade Agency** has facilitated the global growth of the event. ITA, for the March 2024 edition, will participate in the promotion activities, by organizing roadshows for the promotion and by engaging its overseas offices to invite a delegation of some of the most significant buyers from over 47 countries to attend in Bologna, with a focus on emerging markets.

Moreover, **Cosmetica Italia**, the Italian personal care association, will be involved in marketing promotion.

Once again, after 55 years since its first edition, Cosmoprof Worldwide Bologna reaffirms its status as a crucial exhibition for **more than 250,000 industry professionals from over 160 countries**, who each year arrive in Bologna to define their business strategies. The exhibition represents a fundamental occasion to discover the latest innovations for all the industries sectors, from supply chain to final product, and offer excellent services to optimize the time spent at the fair, thanks to highly efficient matchmaking tools and to the precious assistance from dedicated teams. Additionally, it is an important stage for a comprehensive overview of the sector's evolution, thanks to the collaboration of worldwide prestigious and recognized agencies, associations, and media.


COSMOPROF WORLDWIDE BOLOGNA 2024 INITIATIVES AND EVENTS


Cosmoprof 2024 edition is expected to be full of contents and insights, specifically studied to answer stakeholders' needs, providing them with an in-depth understanding of the exhibition's offer and the opportunity to fully immerse themselves in the latest launches from around the world.

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Company of
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Fundamental pillars at next March Cosmoprof will be CosmoTalks, CosmoTrend, and Cosmoprof & Cosmopack Awards.

CosmoTalks is an opportunity to share contents “from industry to industry”. From Thursday 21st to Saturday 23, CosmoTalks will offer three days full of insights, inspiration, and future strategies to develop the most actual topics for the beauty industry. More than seventy experts, representatives from market and trends analysis agencies, brands, and media from all over the world, will discuss the current state of the sector and its prospective future developments.

COSMOTRENDS, a report developed by BEAUTYSTREAMS, presents the most relevant trends based on the exhibitors’ new proposals. The report offers a fundamental perspective on the industry: revolutionary packaging, future formulas, and solutions that will guide the market.

Not to be missed for those who are interested in the most outstanding launches are the **Cosmopack & Cosmoprof Awards**, the “Oscars of Beauty”, celebrating the excellence of the worldwide cosmetic industry. A consolidated project in all the Cosmoprof events in the world, the Awards represent a prestigious and esteemed recognition in the beauty sector, due to its contribution to an independent panel of international experts, in charge of selecting the most sustainable formulas, the most user-friendly designs and the most innovative digital technologies. Cosmoprof Worldwide Bologna 2024 will announce the winners during the **Grande Soirée**, scheduled for **Friday, March 22**.

A series of exclusive in-depth sessions will be dedicated to the beauty salon and hair channels at **Cosmo Onstage**, the educational stage for the professional beauty sector. The most renowned experts and professionals will focus on specific topics and trends, developing a direct dialogue with the community on **Sunday, March 24**.

Not to be missed the third appointment with the **World Massage Meeting** that, through training sessions and live demonstrations, will promote a holistic well-being vision, by improving, educating, and inspiring the professional community.


For hairstylists, the unmissable appointment is **ON HAIR**, a spectacular one-day event, on **Sunday, March 24**, with shows of the most important artistic teams, connecting the entire hair community. The show calendar and all the appointments will be available soon on www.cosmoprof.com from next week. From 6:00 PM, **Ap-HAIR-itivo**, a networking event organized by the Ex Galleria d’Arte Moderna di Bologna, will host more than 1,000 guests, among hairstylists, hair sector entrepreneurs, and trade journalists.


Cosmoprof Worldwide Bologna, in collaboration with Camera Italiana dell’Acconciatura, will dedicate particular attention to young talents of the hair sector, thanks to **HAIR RING SELECTED**. The project will engage, CNA, CONFARTIGIANATO, hairstyling schools, and NEXT FASHION SCHOOL, a fashion school in Bologna, developing a winning merge between fashion and hairstyling universe.

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COSMOPROF SPECIAL AREAS

For a better promotion of emerging segments of the industry and new production realities, Cosmoprof Worldwide Bologna presents special areas dedicated to specific stakeholders' targets.

Inside Cosmopack, for the second time, **Ingredients Zone** will host suppliers of raw materials, ingredients, essential oils, and fragrances for the cosmetic bulk, allowing them to meet key clients for their business: on one hand, the third-party suppliers that expose at Cosmopack, on the other, the final product brands, visitors or exhibitors at Cosmoprof.

Inside Hall 20, Cosmopack will host the **Cosmopack Stage**, where exhibitors will have the opportunity to present their new products and services to highly qualified stakeholders. In the area, new promotional initiatives will take place to focus on the Cosmopack universe for international professionals.

The supply chain salon is in constant growth: for the next edition in March 2024, pavilion 28 will host Cosmopack exhibitors, assuring supply chain stakeholders a wider offer.

Inside Cosmo Perfumery & Cosmetics, **Cosmoprime**, in Hall 14, will collect premium and masstige brands with a selective distribution for retail and luxury segments in perfumery, cosmetics and toiletries. The area will host **Extraordinary Gallery**, with the most innovative prestigious/luxury reality, and a project dedicated to **Indie Brands**.

At Cosmoprof Worldwide Bologna 2024, innovation will play a crucial role. From the **Beauty Tech Area**, dedicated to new AI, AR and VR services, to the **Start-Up Area**, which with the collaboration of ICE will bring new emergent brands. Beauty stakeholders will hence discover new products, tools, marketing approaches and avant-garde selling processes.

For information and updates, visit our website www.cosmoprof.com, register to keep receiving the latest news, and follow our social media channels!

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