

## Trade shows

SoGeCos/Bologna Fiere, organizer of Italian beauty packaging trade fair Cosmopack, hosted the first edition of its **Cosmopack New York Symposium** for packaging suppliers and buyers from September 22-23. Organized with Italian cosmetics associations Cosmetica Italia and Polo Tecnologico della Cosmesi, the event sought to showcase Italian-made products with the aim of promoting business opportunities between Italian suppliers and North American buyers. Participants at the two-day forum of roundtables, workshops and networking meetings included 50 Italian packaging and supplier companies, and 50 buyer attendees spanning supply-chain procurement and product development to retail. "We are very pleased with the feedback received from both buyers and suppliers. We organized 240 meetings," says BolognaFiere president Duccio Campagnoli. In response, the company plans to launch a larger event next year.

In addition to offering companies the opportunity to meet in New York, the event was intended as an information platform and included talks from industry experts on topics

such as US regulatory issues and distribution. According to Franca Zanovello, a consultant based in Connecticut, there is strong demand for Italian-made products in the US, but many foreign companies are not prepared for the market's complexities. On distribution in the US, C.O. Bigelow Apothecaries president Ian Ginsberg stressed that the US retail market is fragmented and that Amazon is changing the face of distribution. "Don't come here if you don't know who your customer is. We are pretty fragmented and you will want to isolate where to find [your consumers]," he commented. ■

