

COSMOPACK PRESENTS: INTERNATIONAL BUSINESS FORUM & EXHIBITION NEW YORK, SEPTEMBER 16-17 2015

COSMOPACK, the premier international trade exhibition for the beauty supply chain organized by BolognaFiere Group presents the first edition of the International Business Forum & Exhibition, which will take place at the New York Hilton Midtown Hotel on 16th and 17th September 2015.

Cosmopack dedicates its attention to the beauty supply chain, which for its 2015 edition in Bologna attracted the most important international companies: from contract manufacturing to the producers of machinery and technology, from companies focused on primary and secondary packaging to those specializing in raw materials.

The project launched in 2014 with the Cosmopack Symposium, which spotlighted in New York the excellence of the Italian and international supply chain, has developed into a Forum: a brand-new concept focused on B2B meetings. The companies are offered concrete business meetings with selected buyers interested in new commercial contacts and partnerships for the development of their product lines.

The International Business Forum & Exhibition by Cosmopack is a strategic occasion of networking for the beauty business community: workshops, in-depth meetings and round-tables focused on the North American market enrich the content offer of the event, facilitating business opportunities and the development of new projects.

The event is organized in collaboration with PBA Professional Beauty Association and ICMAD - Independent Cosmetics Manufacturers and Distributors, two key trade associations for the American beauty industry, and Cosmica Italia and Polo Tecnologico della Cosmesi, which represent the Made in Italy beauty supply chain. The presence as well of the most prestigious international trade magazines will offer a glance at the latest market trends.

This format meets the needs of companies exhibiting at Cosmopack. Baralan will promote its Italian creativity at Cosmopack NY with the new Inkwell set for nail polish said Jim Slowey, VP operations Baralan International Spa. Designed to be ergonomic and provide a better application of product, Inkwell is now offered with two versions of brushes: big brush and nail art. We look forward to 2 days of forums, one on one meetings and social time to go where the traditional exhibition does not. This truly is a setting designed to bring together the best clients and suppliers to share our products and services and genuinely understand the needs of our customers.

Cosmopack puts the spotlight on tradition and innovation, beauty and functionality, efficiency and simplicity, said Gianfranco Fabi, columnist for Il Sole 24 Ore. The companies which express the excellence of Made in Italy and exhibit at Cosmopack have all the capabilities to make their machines, packaging and products something unique and suitable to the most refined requirements. Meeting these companies in New York is really a not-to-be-missed opportunity.

"It's was such a great experience to join Cosmopack New York last year, said Gabriel Balestra, Founder & Global Director at SKIN&CO Roma. We met many companies and started working with some of them. Cosmopack has made it easy for brands to interact with the right suppliers in a great and professional environment. I look forward to joining the next Forum in New York and look at all innovations the industry has to offer".

The United States, which according to the latest industry research is the most important market of the beauty sector with impressive growth rates expected until 2018, is a market that has always anticipated the trends of the beauty industry. The Big Apple has been chosen as the ideal location for an event that aims to be the meeting point for the international beauty business community. All components of the supply chain will attend:

from producers to packaging companies, from machinery to raw materials. The Forum has been designed with the beauty industry and for the beauty industry. The most important American retailers interested in developing their own cosmetic product lines, the main importers of packaging and machinery for the cosmetics industry, the decision makers of the leading manufacturing companies, and brands in search of innovations for their product lines, will be invited to attend the meetings. The project is specially designed for the make-up, skincare, nail, products containing alcohol and personal care sectors.

BolognaFiere Group, the worlds leading trade show organizer in the cosmetics, fashion, architecture, building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international. SoGeCos s.p.a., a company of BolognaFiere Group, is the organizer of Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas (established 2003).

Cosmoprof North America, whose 13th edition will be held at Mandalay Bay Convention Center in Las Vegas, NV, is organized by North American BeautyEvents LLC, a joint-venture company between BolognaFiere Group and the Professional Beauty Association.