

Cosmoprof is once again spectacular with highly impressive numbers

The 44th edition of Cosmoprof Worldwide Bologna closed yesterday and has laid the path to a real "Desire for Beauty".

"We recorded 177.287 attendees in only 4 days of exhibition - states Fabio Roversi Monaco, President of BolognaFiere. Bologna was positively put to a very hard test. Data confirms the smashing international success of a 100% Italian exhibition that brings considerable prestige to the industry'.

A growth is noted that is higher by two figures on 2010 since the very first day, on Friday 18 March. This also confirms a massive return by foreign visitors, mostly coming from the USA, France, Germany, Eastern Europe, the Arab countries. The attendance of Indian, Oriental, and Australian has shown the new, great real drives for the consumption growth in the cosmetics market segment.

Foreign visitors were 36.076 equal to + 8% with respect to the previous year. Italian attendance has increased by + 25% on 2010 (+ 28.284 people, which equals to 141.211 total Italian visitors).

Press Office and PR Cosmoprof Worldwide Bologna 2011 :

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It is worth noting the success of the online ticket presale at www.cosmoprof.it, which recorded 47.162 tickets sold in 2011, a good 7.721 up on 2010 (+19,6% on 2010).

In 4 years only, +106,7% of online sales.

The peak of the tickets sold for the opening day of the exhibition, on Friday 18 March 2011, is also worth noting having hit 6.070 units.

2300 exhibitors from 58 countries across the globe occupied 194.000 sqm on a surface that is three times as big as the Palace of Versailles.

“This success – explains Roversi Monaco – proves the organizational quality of SoGeCos, our company, and of its Managing Director, Aureliana De Sanctis. It's a match that shows the ability to create “industry experts” to “ferry across” companies to other countries, while ensuring an all-around Italian quality and professionalism to recreate high-level events abroad. I believe that this is the winning formula”.

“Bologna is the starting place of Cosmoprof to extend a new business application platform into the world” - says Gino Cocchi, President of SoGeCos Spa. “Our exhibition conquered Hong Kong, Las Vegas, Canton, and Istanbul. However, every year it returns to Bologna, the really climax of our international system”

“The city showed its potential in welcoming 177.287 people (+ 30.956 people equal to + 21,2% on 2010). It had not been pervaded by such an optimistic wave for long time.

– says Roversi Monaco – It's a momentum that needs to be improved, supported, and extended. BolognaFiere wants to contribute to such positive prospects on which the city's future should be created to the utmost extend of their power. Starting from its points of excellence.

“The Re-awakening of the Sleeping Beauty” this is the fairy-tale comment by SoGeCos Spa Managing Director, Aureliana De Sanctis of the bang made by the 44th edition of Cosmoprof Worldwide held in Bologna.

An edition one month earlier than previous years upon the various companies' request to allow them to return and present their S/S launches to insiders in due advance time.

An extraordinary edition as it concentrated over 4 days, cancelling the advanced opening of Cosmopack that opened and closed together with Cosmoprof to meet the needs of the numerous international operators wishing to visit the entire exhibition in Bologna.

An impressive attendance by Companies: a total of 2300 that reconfirmed Cosmoprof as the international “agora”, meeting place, for top professional meetings. An impressive 65% of companies coming from abroad, 13% up on 2010, confirms that the Exhibition is a not-to-be-missed annual event.

Italy is one of the larger producers worldwide, and the cosmetics industry guarantees more than 300.000 jobs. “The fact that the most important event devoted to cosmetics is hosted in our Country on the occasion of Italy's one hundred and fiftieth anniversary make us proud” states Aureliana De Sanctis. “Innovation and sound investments were the password for 2010 and 2011. The results have confirmed the choice made”.

The concept of beauty \equiv excellence, which ran through the Exhibitions – the Managing Director says -, had some particularly successful moments:

- 1- Excellence in organizing again an event with considerable content, in having an impressive attendance, new launches of products that require top scientific innovation, real masterpieces.
- 2- Excellence in communication. A round of applause goes to those companies that planned their business meeting in advance and scheduled agendas crammed with appointments that made them transform their attendance to the exhibition in a success (the time of the “exhibitor's product counter” is over...).

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- 3- Excellence in repositioning the Event, strategically devised by the SoGeCos management, which has gone from a “sample trade show” to a “container of multimedia events” in every respect over the past five years while going beyond the concept of “the usual fair”.
- The market has shared and supported such a turnaround. Visitors awarded it with unprecedented attendance as well as incredibly high-quality professional attendance from all over the world.

It was an edition with a technological face and six bloggers attending from across the world, “wandering” to spot innovations to post in a worldwide preview.

As many as 540 accredited journalists from all over the world and 14 TVs connected to the show.

Through Stream TV on the Cosmoprof website, everyone could be in Bologna, and attend all of the important events of the exhibition.

Free Wi-Fi and active Bluetooth connections at the exhibition to keep one’s agenda updated with appointments and continuous information on the exhibition events.

Great attention to the “inspirational” and technological high-content areas of the Exhibition. Cosmoprof Privé, “the trend area”, was a fabulous, high-level space.

The On Hair Industry, a real stage on which the most important hair stylists in the world exhibited (ALDO COPPOLA - ALDO COPPOLA HAIR THERAPY, ANGELO SEMINARA – DAVINES, ANTHONY MASCOLO – TIGI, MARK HAYES – SASSOON ACADEMY).

The Contemporary Spa Award, a concept by three major architects, presented the sophistication of the spa environment. The EsthetiRing and LoveNails spaces also provided for much glamour.

All that within an agenda of events, launches, press conferences, workshops, dinners, parties, cocktail parties that contributed to restoring the right type of glamour....

...“The Re-awakening of the Sleeping Beauty”.

“Cosmoprof Worldwide Bologna 2011: facts not just words”

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