

BELLEZA Y SALUD 2018

The best opportunity to enter South American beauty market

Belleza y Salud, the trade show organized by CORFERIAS – International Business and Exhibitions Center of Bogotá in partnership with Andi – National Business Association of Colombia, is announcing the new initiatives for its 17th edition, **scheduled in Bogotá – Colombia - from October 3rd to October 7th, 2018**. The showcase is the main stage for the development and business promotion of the cosmetic industry in Colombia and the Latin – American region.

Colombia is the best option to enter the South-American market, thanks to its politics focused on export, to its free trade agreements with neighboring countries and its economic stability. The country attracts foreign investments and business, and it is the second best market in the South American and the Caribbean region. The general growth of the country is reflected as well in new investments in the beauty industry.

Belleza y Salud has become the reference hub for all companies and professionals focusing on South America for new business in the area, and it has grown year by year covering in 2017 **an exhibition area up to 8,447.53 sqm**, with **more than 340 exhibitors** and **over 56,000 visitors**. All beauty segments are covered: Machinery, Raw Materials, Contract Manufacturing and Packaging; Country Pavilions; Wellbeing; Cosmetics and Personal Care; Beauty Salon & Spa, Professional Hair Dressing and Barbershop, Nails and Accessories and Fitness and Nutritional Supplements.

The show is becoming even more international thanks to the collaboration with **BolognaFiere Cosmoprof**, organizer of all the events of the Cosmoprof platform in the world, playing the role of international sales agent for the fair. After the successful co-operation of last year, BolognaFiere Cosmoprof is involving more international companies, more buyers and more media in the show. A specific area in Hall 3 Level 2, **International Hall and Cosmetics powered by Cosmoprof**, will host leading companies collaborating with the Cosmoprof network and interested in entering the Latin-American market. **From October 3rd till October 7th** they will have the chance to meet local distributors, retailers and key influencers. Country pavilions from international markets will attend the show, confirming the interested of leading companies in new business opportunities emerging in the region for the cosmetics sector.

The first Spanish pavilion organized by the national association Stanpa, will take 12 companies to the show: Abril et Nature, Chatelet - AG Farma, Costaderm, Glossco Professional, Kin Cosmetics, Laboratorios Belloch, Laboratorios Diet Esthetic SA, Laboratorios Foramen, Laboratorios Phergal, Laboratorios Valquer, M.P.L., Sensilis and Stanpa.

From Europe, **Germany** will attend as well with a pavilion introducing companies like Nutracosmetics, Evobeaute or Klapp-cosmetics and IKW, the German Cosmetics, Toiletry, Perfumery and Detergent Association. **Birgit Huber, IKW - Industrieverband Körperpflege- und Waschmittel e. V.**, says: "The cosmetic market in South America is of big importance for our members and Belleza y Salud in Bogota is a good opportunity to meet visitors who are interested in products *made in Germany*".



Further to that, **Italy, Brazil, Peru, Korea and China** will exhibit as well with their leading companies, increasing the product offer for managers, directors, purchasing managers, manufacturers, importers, distributors and suppliers of local markets attending **Belleza y Salud**.

For further information and updates, <https://feriabellezaysalud.com/?i=2>

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