

ICE AND MISE CONFIRM THEIR SUPPORT TO THE INTERNATIONAL PROMOTION OF COSMOPROF WORLDWIDE BOLOGNA

Milan, August 2018 - For the 4th time, **ITA – International Trade Agency**, and **MISE – Italian Ministry of Economic Development** will support the international network of Cosmoprof Worldwide Bologna in the promotion of its events abroad.

"In 2017 we witnessed a 7.1% growth in exports of the Italian cosmetic sector, for a value of 4,600 million euro and with a total turnover of 11 billion. Exports accounted for 42% of production, a constantly increasing percentage which can still be improved - says **Michele Scannavini, President of ITA** - In order to enhance *Made in Italy* cosmetics in the world, ITA has therefore implemented specific activities including the support to Cosmoprof and the organization of roadshows in many countries of the world, in order to build new business partnerships".

"ITA and the Ministry of Economic Development have recognized Cosmoprof Worldwide Bologna as one of the trade fairs that most promote the excellence of *Made in Italy* in the world - says **Gianpiero Calzolari, President of BolognaFiere Group** - We are honored to continue this collaboration. The roadshows organized with the support of local ITA agencies help the development of the brand awareness of the Cosmoprof brand on a global level, and make it possible to enrich the contents of the events on our international platform. Thanks to new contacts established in recent years, we have been able to accompany our companies in new strategic markets for the cosmetic industry, specifically in Asia, Far East and South America. And new projects are being defined".

From June 2015 the promotion program, with presentations of the Cosmoprof network both in the important markets for the beauty sector, and in new growing realities, has confirmed the show as the global reference event for the cosmetic sector and for the supply chain. The **27 roadshows** which have been organized till nowadays, with **over 2,500 participants** - 660 only in the 10 stages in 2017/2018 - and **more than 300 buyers, speakers and journalists** involved, have made it possible to facilitate the development of the international business for Italian companies and professionals of the Cosmoprof network. They were able to export their excellent products and services to new markets; in addition, the roadshows allow the identification of new market niches and growing trends, providing contacts with local beauty industry, which can enhance the Cosmoprof event as a leading international hub.

Six strategic stages have been selected to promote Cosmoprof Worldwide Bologna 2019:

- **JAPAN – Tokyo, 18 and 19 October 2018**
- **SOUTH KOREA – Seoul, 29 and 30 October 2018**
- **KENYA – Nairobi, 23 – 25 November 2018**
- **RUSSIA – Moscow, 8 – 10 December 2018**
- **INDIA – New Delhi, 12 and 13 December 2018**
- **SAUDI ARABIA – Riyadh, 17 and 18 December 2018**

Cosmoprof On The Road 2018/2019 aims at reinforcing the involvement of international buyers, increasing professional attendance and promoting Cosmoprof in new emerging markets, by local associations and media.

For further information, www.cosmoprof.com