

**BOLOGNAFIERE ANNOUNCES
OPENING OF NEW OFFICE IN THE
UNITED STATES**

New York, NY – April 3, 2019

BolognaFiere announced the opening of a new office in New York, NY, its first in the United States. This new location strengthens BolognaFiere's U.S. presence and offers a single location for marketing efforts for Cosmoprof North America (CPNA) and organizational efforts for the New York Rights Fair (NYRF).

CPNA, the leading B2B beauty trade show in North America, represents the third destination of the Cosmoprof network, today a 360° worldwide platform for the international beauty community, with shows in Bologna, Hong Kong and Mumbai. The four shows collectively involve over 500,000 professionals and 7,500 exhibitors from across the globe.

The NYRF is a result of a partnership launched with the Bologna Children's Book Fair in 2018. Bologna Children's Book Fair is the world's premier tradeshow for publishers of children's and young adult literature. The 56th edition broke attendee records with 1,442 exhibitors from some 80 countries.

"We are thrilled to announce the opening of our inaugural office in the U.S.," said Antonio Bruzzone, Director General at BolognaFiere. "The New York location will give us access to a very large and important network of industry executives to fuel the growth of CPNA, NYRF and other events in BolognaFiere's portfolio," Bruzzone added.

"CPNA and the NYRF are integral pieces in BolognaFiere's offerings and this office demonstrates BolognaFiere's long-term commitment to building and strengthening relationships in the North American market," said Liza Rapay, Director of Marketing for Cosmoprof North America.

About BolognaFiere

BolognaFiere Group, the world's 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 among which Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996), Las Vegas (established 2003) and Mumbai (established 2018). Visit bolognafiere.it to learn more.

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