

MORE THAN 500 COMPANIES AND INTERNATIONAL PROFESSIONALS ATTENDED THE ROADSHOW PROGRAM OF COSMOPROF WORLDWIDE BOLOGNA 2019

February 2019 - Over 500 cosmetic industry professionals participated in the Cosmoprof Worldwide Bologna 2019 roadshows, organized with the support of the **Italian Ministry of Economic Development** and **ITA - Italian Trade Agency**, which have been promoting the Cosmoprof platform in the world for four years, reinforcing the network's identity on an international level and facilitating the creation of new contacts.

For 2019, there were 6 roadshows. The organizers of Cosmoprof Worldwide Bologna went to Japan (Tokyo, October 18 and 19 2018), South Korea (Seoul, 29 and 30 October 2018), Kenya (Nairobi, 21 - 23 November 2018), Russia (Moscow, 8 - 10 December 2018), India (New Delhi, 12 and 13 December 2018) and Saudi Arabia (Riyadh, 17 and 18 December 2018), to present the initiatives of the 2019 event that mostly help exhibiting companies to develop new business projects.

Importers, producers, distributors, associations, journalists and local brands have particularly appreciated the attention that Cosmoprof addressed to the selection of high quality buyers profiles, representing the major retailers in the world. Thanks to these activities, over 70 countries are represented by exhibiting companies in Bologna and 150 are the countries of origin of the professionals who attend the event.

To offer more opportunities to 2019 exhibitors, the **Buyer Program**, a consolidated tool of the Cosmoprof network aiming at facilitating the meeting between supply and demand in the cosmetic industry, will use a new match-making software, **COSMOPROF MyMatch**. Thanks to an advanced data analysis and machine learning algorithms and the use of digital technologies, the software will allow buyers and exhibitors to get the most out of matchmaking and scheduling meetings. Even before the event, participants can define their personal agenda. Among the partners of the 2019 edition for incoming activities with the main markets, an important agreement was signed with the **China Commerce Association for General Merchandise - Cosmetics International Branch**, to invite buyers and distributors from China to Bologna.

During the meetings, it emerged that the role of Cosmoprof as trends hub for the future development of the cosmetic industry is highly recognized among professionals of new markets. The Bologna event, with the opening of **Cosmopack** and **Cosmo | Perfumery & Cosmetics** from 14 to 17 March and of **Cosmo | Hair & Nail & Beauty Salon** from 15 to 18 March, confirms its role as the reference event for the industry.

JAPAN, TOKYO - 18 and 19 October 2018

The first stage of the Cosmoprof 2019 road show was held in Far East, in one of the most interesting markets for the growth of the beauty sector. In Japan, exports of cosmetics reached a growth by 80% in 2017, focusing mainly on Hong Kong, China and Taiwan. The companies and associations that took part to the presentation are aware of the importance of the Cosmoprof events in the world, but the development of J-Beauty in Western countries runs up against problems that have not yet been completely resolved. Local companies are usually small or medium-sized companies, not used to an international approach to the market; their products are not designed for foreign markets, and the management of registration procedures in Europe is very complicated. Further to that, companies have to be aware of the differences in culture and traditions in personal care: this is why there are not many western brands suitable for the local market. The meeting was an opportunity to discuss the dynamics to be implemented during the next editions of Cosmoprof Worldwide Bologna to facilitate the overcoming of the existing barriers.

SOUTH KOREA, SEOUL - 29 and 30 October 2018

In Seoul, during the meeting, it became clear that the Korean cosmetics industry is moving fast

towards foreign markets, thanks to the qualitative and quantitative growth in the last 5 years. For most local suppliers, Europe poses a challenge: most of the products created for the internal market are not suitable for European consumers, and it is difficult to register Korean collections in European markets. Despite this, there is no doubt that local companies are interested in new Western markets. Imports are also growing: up to now, the main department stores and retail stores in Korea offer 90% only "made in Korea" products, but consumer's behavior is changing, and thanks to the globalization of the online market there are more and more requests for new products. This is why at Cosmoprof the number of exhibitors, importers and distributors coming from Korea are destined to increase from year to year.

KENYA, NAIROBI - from 23 to 25 November 2018

The presentation held in Nairobi was attended by distributors, beauty and hair salon owners and retailers. The meeting made it possible to analyze the characteristics of the local market and evaluate new partnerships. In fact, Kenya represents an important investment opportunity for cosmetic companies, thanks to the growth of the sector. The policies undertaken by the government and the strong demographic increase are facilitating the development of a middle class increasingly aware of the importance of choosing quality products for personal care. Cosmoprof Worldwide Bologna becomes an important event for local companies, interested in exporting Afro products in a multi-ethnic Europe; for importers who want to expand the range of products available in the country; for multinational companies that thanks to Cosmoprof can increase relations with Kenyan realities and evaluate new investments.

RUSSIA, MOSCOW – 10 and 11 December 2018

Local companies, distributors and importers took part in the presentation in Moscow. In Russia, the best performing sector is definitely Perfumery and Cosmetics: every year the sector shows a growth by 15 to 20%. The country is certainly an important market for foreign companies, especially Italian ones: the "Made in Italy" is highly appreciated, since it is a synonym with luxury and excellence. Imports of Italian products saw growth in the first half of 2018 by 17.7% compared to the same period in 2017, especially for hair care products. Cosmoprof is a well-known reality in the country: it is the ideal platform where to find new international brands interested in local distribution, and national associations are defining support policies to increase exports of Russian products to foreign markets.

INDIA, NEW DELHI - 12 and 13 December 2018

After the first edition of Cosmoprof India last September, the meeting with professionals, distributors and brands in New Delhi highlighted the enthusiasm for the events of the platform, and especially for the event scheduled in Mumbai. Expectations for the development of Cosmoprof India are very high. However, during the meeting the importance emerged for local brands to visit the Bologna event to meet producers and packaging suppliers. The growth of the Indian market, which constantly records double-digit percentages, throws all the conditions for the birth of a new market trend: after K-Beauty and J-Beauty, it is not so impossible to think that we will soon talk about I-Beauty.

SAUDI ARABIA, RIYAD - from 16 to 18 December 2018

At the meeting in Riyadh there were distributors, local importers, retailers and companies, particularly specialized in skin care and hair care, perfumery and niche fragrances, protective and decorative cosmetic products, suppliers for beauty and hair salons, pharmaceutical products. The Saudi market is a great opportunity for international brands, thanks to new policies that facilitate certification and entry of foreign products in the country. There are lots of opportunities for finished products companies, as well as local companies interested in establishing new business relationships with leaders in ingredients and raw materials, contractors and suppliers of primary and secondary packaging. Cosmoprof Worldwide Bologna, is the ideal event to meet these needs.

For further information, visit www.cosmoprof.com