COSMOPROF WORLDWIDE BOLOGNA KEEPS ON DEVELOPPING ITS WINNING FORMAT IN THE WORLD

Thanks to the recent scouting activities sponsored by ITA and the Italian Ministry of Economic Development in key markets, the B2B leading event for the beauty industry increases its international attendance and announces new events abroad

February 2019 - **Cosmoprof Worldwide Bologna**, the international B2B leader event for the beauty industry organized by BolognaFiere Group, is increasing its internationalization and its promotional activities in key markets.
For 2019 Cosmoprof Worldwide Bologna strengthens the network identity in the world, increasing the business and development opportunities of exhibiting companies abroad.

An articulated roadshow program promoted the initiatives of the 2019 edition in Japan (Tokyo, 18 and 19 October 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).
Thanks to the support of the Ministry of Economic Development and ITA – Italian Trade Agency, and with the collaboration of Cosmetica Italia – Personal Care Association, new contacts have been established. The meetings have been attended by distributors interested in Cosmoprof to export their local products, importers looking for international brands to be imported in their country, brands looking for an international development of their business, retailers interested in new collaborations and a presence in the local press. The roadshows allowed Cosmoprof Organizers to analyse the characteristics of each market, in order to face in the most appropriate way the specific needs of each country with *ad hoc* initiatives.
As a consequence of these recent scouting activities, for the 2019 edition of Cosmoprof Worldwide Bologna there are 2,947 exhibitors, and many new contacts have been established with top buyers, distributors and retailers who will attend the event. 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, is confirmed as the reference trade show for the beauty industry, to discover trends and new collections.

COSMOPROF IN THE WORLD
There are **more than 370,000 professionals** and **7,000 companies**, coming from 180 countries, which are involved in the editions of Bologna with Cosmoprof Worldwide, Las Vegas with Cosmoprof North America, Mumbai with Cosmoprof India and Hong Kong with Cosmoprof Asia. Thanks to international events, in 2018 BolognaFiere Cosmoprof recorded a revenue up to 80 million euros.

The November edition of **Cosmoprof Asia** registered a new record of attendees, with 87,284 beauty professionals from 135 countries and 3,030 exhibiting companies, representing 34 countries. The event confirmed the success of the "One Fair, Two Venues" format, a double exhibition that facilitates the development of new business relationships both for the supplu chain at AsiaWorld-Expo with Cosmopack Asia, and for finished product companies being displayed at the Hong Kong Convention & Exhibition Center.

Cosmoprof North America keeps growing at a steady pace, with a stronger focus on the world of ODM and packaging. The 16th edition from 29 to 31 July 2018 involved 40,000 professionals and 1,415 exhibitors from 56 countries. Cosmoprof North America is the most important event in the United States for the cosmetic sector.

In Mumbai, from 12 to 14 June 2019, at the Bombay Convention & Exhibition Center, the Cosmoprof network will present a new edition of **Cosmoprof India**. The Cosmoprof platform officially lands in India, a constantly evolving market for the beauty sector, with a 60% increase in consumption over the last 5 years and an overall value expected to reach a value up to 20

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billion dollars in 2025. The launch event, which took place on 10 and 11 September 2018 at the Sahara Star Hotel in Mumbai, was very successful, involving 107 companies from 15 countries and 3,898 international operators.

Together with new Cosmoprof events around the world, the network is reinforcing its brand awareness with targeted partnerships with B2B exhibitions abroad as international sales agent. This strategy aims at creating new business relationships, consolidating the presence of the Cosmoprof format in important markets.
BolognaFiere Cosmoprof participates as an international sales agent in **Belleza y Salud**, in Colombia, in Bogotá, and **AseanBeauty** (Thailand), **PhilBeauty** (Philippines), **VietBeauty** (Vietnam) and **BeautyExpo** (Malaysia) in South-East Asia. From 2019, Cosmoprof will collaborate with **Beauty Fair - Feira Internacional de Beleza Profissional**, the event in Sao Paulo, Brazil, for professionals and distributors of the local cosmetic industry.

For further information, visit www.cosmoprof.com

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