

2020 <b>COSMOPROF</b> BOLOGNA, ITALY FAIR DISTRICT	<b>12 - 15 MARCH</b> COSMOPACK COSMO PERLUMERIE COSMETICS
	<b>13 - 16 MARCH</b> COSMO HARBANAKA BEAUTY SALON



## **COSMOPROF WORLDWIDE BOLOGNA LANDS IN MEXICO TO PROMOTE ITS NEXT INITIATIVES**

October 2019 – **Cosmoprof Worldwide Bologna**, the B2B leading event for the cosmetic industry, lands in Mexico to present what's new for the next edition.

The Cosmoprof network will meet companies, associations, distributors, retailers and key players during meetings in Mexico City, to promote its next edition, scheduled from 12 to 16 March 2020 in Bologna.

The presentations are part of the Cosmoprof roadshow program, in collaboration with **Cosmetica Italia**, Italian Personal Care Association, highlighting the role of Cosmoprof, a format born in Italy 53 years ago, as a reference event for the global cosmetic sector. To support the initiative, the **Italian Ministry of Economic Development** and **ITA - Italian Trade Agency**, to promote the excellence of *Made in Italy* in the world.

"Every year, Cosmoprof Worldwide Bologna hosts companies and operators from over 150 countries in the world - says **Gianpiero Calzolari, President of BolognaFiere Group** - The event is an important showcase for fast-developing markets, and South America certainly offers very interesting opportunities. A greater presence of companies from Mexico to our events is certainly desirable, because it can offer operators new ideas for their activities. Cosmoprof has therefore the duty to strengthen the synergies with local productive associations and districts, to contribute to the development of the global cosmetic market."

The main features of Cosmoprof Worldwide Bologna, the news and themes of the next edition and the international developments of the network will be the subject of the meetings, scheduled **from October 27th to 29th in Mexico City**. Operators interested in visiting the exhibition will receive indications and suggestions to draw the maximum benefit from the presence at Cosmoprof 2020, scheduled from 12 to 16 March.

With the occasion, trade associations and local import/export groups will provide an overview of the current market situation, to assess what could be the advantages of participating in an international event such as Cosmoprof.

The beauty sector in Mexico recorded significant growth, with an average percentage of 7.7% from 2018. At the base of this growth, the increase of women's employment rate, which therefore guarantees greater purchasing power also for the medium class. The growing digitalization of the population is driving the growth of online sales: many brands, including international ones, are turning their gaze to e-commerce as a primary distribution channel.

In this economic context, the international platform of Cosmoprof Worldwide Bologna can offer answers and business solutions in line with Mexico's specific needs, thanks to suggestions and sharing of new knowledge inside a community with over 10,000 companies and more than 500,000 operators and professionals from all over the world.

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**BolognaFiere Cosmoprof**, company of BolognaFiere group, has brought the Cosmoprof format to the whole world. In addition to the Cosmoprof brand events in Bologna, Las Vegas, Mumbai, and Hong Kong (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, and **Cosmoprof Asia**), the group has recently announced the first edition of **Cosmoprof CBE ASEAN**, to debut in 2020 in Bangkok, Thailand, with a focus

on the cosmetic industry of South-East Asia. In 2020, **South China Beauty Expo** will also debut, focusing on the professional sector in China.

BolognaFiere Cosmoprof participates as an international sales agent in the organization of events dedicated to the beauty world in strategic markets for the growth of the sector, with a specific focus in South America and Asia. Among them, Cosmoprof collaborates with **Beauty Fair - Feira International de Beleza Profissional** in Sao Paulo, Brazil, dedicated to professional operators and local distributors in the hair sector.

New projects are being scheduled for the upcoming months with particular attention to emerging markets.

For more information, visit [www.cosmoprof.com](http://www.cosmoprof.com).