

2020 COSMOPROF BOLOGNA, ITALY FAIR DISTRICT	12 - 15 MARCH
	COSMOPACK COSMO PERLUMERIE COSMETICS
	13 - 16 MARCH
	COSMO HARBANA& BEAUTY SALON



COSMOPROF WORLDWIDE BOLOGNA IN MOROCCO FOR ITS SCOUTING ACTIVITIES IN NORTH AFRICA

Casablanca, October 22, 2019 – **Cosmoprof Worldwide Bologna**, the leading B2B event for the cosmetic industry, lands for the first time in Morocco, to present its next edition to North African stakeholders.

In **Casablanca**, on the occasion of *Cosmetista Expo 2019*, an event dedicated to the local beauty industry, the Cosmoprof network meets companies, associations, distributors, retailers and key players, to promote its initiatives for the next edition, scheduled from 12 to 16 March 2020 in Bologna.

The presentation is part of the Cosmoprof roadshow program, in collaboration with **Cosmetica Italia** – Italian Personal Care association, which aims to highlight the role of Cosmoprof, a format born in Italy 53 years ago, as a reference event for the global cosmetics 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 such as Morocco and the entire area of North Africa. At the same time, the presence of Maghreb excellence is a strong attraction for retailers and producers interested in new projects abroad. Cosmoprof, the international hub for the beauty industry, has therefore the duty to strengthen the synergies with local productive associations and districts, to contribute to the development of the global cosmetic market."

"Italy plays an important role in trade relations with Morocco, of which it is the fourth largest customer and the fifth largest foreign supplier - says **Daniela Cosentini, Director of the ICE Casablanca Office, Italian Foreign Trade Agency** - As for the chemistry, and therefore the entire supply chain, it is the fifth sector by values among Italian exports to Morocco. The Italian production presents an optimal performance with the attention to innovations and competence extended to several domains, from technology to raw materials, from packaging to health and national products. Beauty is a constitutive value of Morocco, as well as of Italy; Moroccan beauty operators are, therefore, perfect partners of the Italian beauty industry."

Morocco is a fast developing market, with an expected growth of around 7.5% by 2025. The greater economic power of the middle class and a change in daily customs and activities are increasing the consumption of cosmetic products. Thanks to the relative economic stability and investments in infrastructure, the market in Morocco boasts a strong presence of local companies, linked to traditional products based on typical ingredients of the geographical area - Argan oil, rose, lavender, Berber fig oil, clay - which feed green and natural cosmetics, which are exported abroad with good results. At the same time, the presence of international brands is growing in the country, which take advantage of the increase in sales among younger consumers. In 2017, the multinational groups operating in Morocco - L'Oréal Maroc, Pelissard, Avon, Pierre Fabre, Colgate Palmolive, Procter & Gamble and Unilever - joined in the association "Cosmétiques Maroc", adopting a common policy of control and security against the counterfeit cosmetics market and joining forces for the growth of the entire sector.

To explain to the participants of the event how the beauty sector in Morocco is evolving, **Khalid El Janabi, General Manager of Premium Brands**, e-commerce for "made in Morocco" products. During the meeting, the main features of Cosmoprof Worldwide Bologna, the news and themes of the next edition and the international developments of the network will be presented, to provide operators with indications and suggestions to take the maximum

advantage of their presence at Cosmoprof 2020, scheduled from 12 to 16 March.

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.