

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



## **COSMOPROF WORLDWIDE BOLOGNA LANDS IN QATAR TO DISCOVER NEW OPPORTUNITIES FOR THE DEVELOPMENT OF THE BEAUTY INDUSTRY**

Doha, October 25, 2019 – The Gulf area is experiencing significant financial and social transformations, offering growth opportunities for many sectors. **Cosmoprof Worldwide Bologna**, the B2B leading event for the cosmetic industry, has chosen Qatar as the kick-off for scouting and business activities in the region.

At the **DECC - Doha Exhibition and Convention Center**, on the occasion of the *Heya Exhibition - Arabian Fashion Exhibition*, the Cosmoprof network will meet companies, associations, distributors, retailers and key players in the cosmetics industry, to promote the initiatives of the 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 beauty sector. To support the initiative, the **Italian Ministry of Economic Development** and **ITA - Italian Trade Agency**, to promote the excellence of the *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 the Gulf area certainly represents an interesting opportunity for beauty companies. In particular, Qatar is a country with high GDP per capita: the presence of local brands, importers, distributors and retailers at Cosmoprof is certainly a strong attraction for many international operators. It is therefore important for Cosmoprof to strengthen the synergies with local productive associations and districts, to contribute to the development of the global cosmetic market. "

"The Heya exhibition – says **the Ambassador of Italy to the State of Qatar, Pasquale Salzano** - has become an increasingly dynamic and interesting platform in the Gulf region and we are proud that this edition will host prestigious and exclusive Made in Italy brands, including in the cosmetic and beauty sector. Italy is a worldwide leader in the cosmetic industry thanks to its continuous research and developing expertise in the field, yearly presented in COSMOPROF Worldwide Bologna 2020, the top level Italian Beauty Trade. The presentation by COSMOPROF in the context of Heya will help bridging Italian and local operators in the growing sector of cosmetics industry".

"Fashion and Beauty – says **Giosafat Rigano, Italian Trade Commissioner** - have always been linked together, and the presentation of COSMOPROF Worldwide Bologna, the main Italian Beauty Trade Show internationally renowned as well, during Heya Exhibition represents a special opportunity to promote once again the relevance of the Italian cosmetic industry in a challenging and flourishing market as Qatar doubtless is".

The subject of the presentation, in the presence of **Carlotta Colli, Deputy Head of Mission of the Italian Embassy in Qatar**, and of **Giosafat Rigano, Italian Trade Commissioner**, will be the main features of Cosmoprof Worldwide Bologna, the news and themes of the next edition and the international developments of the network. In this way, interested operators will receive indications and suggestions to take the maximum advantage from their presence at Cosmoprof 2020, scheduled from 12 to 16 March.

With the occasion, **Ashraf Abu Issa, Chairman of Abu Issa Holding**, managing both local and international companies and groups, will present a report on the market situation in Qatar. **Zhan Temerkhanov, Business Partner of Aldo Coppola Qatar**, will focus on the importance of Italian beauty brands in the Qatari market.

Many important factors have contributed to the development of the cosmetic market in Qatar.

Among these, the high purchasing power of the population, which favored luxury malls with premium and high-end perfumery brands, against the development of mass market brands, still very weak today. In the latest years, the growth of international tourism has strengthened this sales trend as well.

The increase in the employment rate of the female population was an important factor for economic growth. Nowadays, women are called upon to look after their image in work activities outside their home. This situation led to higher sales for specific products with natural ingredients, to mitigate harmful effects of pollution, sun, dust, especially in the high temperature and dry environs in Qatar. Today the most popular products include make-up and color, ethnic products, specific for the hue and characteristics of the skin of the Middle Eastern populations, and Halal cosmetic products, therefore considered legitimate for Islamic religion. Alongside local productions, luxury brands play the most important role and obtain the highest profits within the luxury shopping malls of the capital.

Qatar offers important business opportunities for many cosmetic companies, involved in the international community of Cosmoprof Worldwide Bologna. The meeting in Doha lays the foundations for new collaborations and new developments, for the growth of the entire beauty sector.

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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 Internacional 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).