

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



## **COSMOPROF WORLDWIDE BOLOGNA LANDS IN SIBERIA TO MEET THE NEEDS OF THE MOST IMPORTANT PRODUCTION AREA FOR THE BEAUTY INDUSTRY IN RUSSIA**

Novosibirsk, November 19, 2019 – **Cosmoprof Worldwide Bologna** crosses the European continent and arrives in **Novosibirsk**, in the third largest city in Russia after Moscow and St. Petersburg. The city is an important transport hub in Russia and the Siberian territory thanks to the passage of the Trans-Siberian Railway and the presence of two airports. It will host a new stage of the Cosmoprof Worldwide Bologna roadshow program at the Marriott Hotel. The project, in collaboration with **Cosmetica Italia**, Italian Personal Care Association, highlights 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.

"It is an honor for us to be present in Russia, among the most important markets in Europe - says **Gianpiero Calzolari, President of BolognaFiere** - At Cosmoprof Worldwide Bologna, among the more than 3,000 companies coming from over 150 countries, the presence of companies coming from the CIS markets it is growing, but possibilities for growth are still very wide. For this reason, the presentation in Novosibirsk is an important appointment to strengthen synergies with local associations and districts, to increase the exhibition offer from Russia to Cosmoprof Worldwide Bologna and therefore offer more contents to the 265,000 operators travelling to Bologna. "

"The average annual growth in sales of cosmetics and perfumes in Russia is around 16%. In the first 8 months in 2019, a growth trend for world exports to Russia has been registered: + 5% compared to the same period of 2018. Italy ranks third as a supplier country with 162.6 million euros and 8,6% of the market, growing by 1.2% compared to the same period in 2018, according to Russian Customs data", says **Francesco Pensabene, Director of ICE in Moscow**.

The presentation will focus on the main features of Cosmoprof Worldwide Bologna, the news and the themes of the next edition and international projects of the network. The aim is to provide interested operators with indications and suggestions to take full advantage of the presence at Cosmoprof 2020, scheduled from 12 to 16 March.

Russia is a rapidly expanding market, thanks to the growing purchasing power of the medium-high social classes. In particular, the consumption of cosmetic products increases not only in Moscow, but also in other Russian regions and in the biggest cities with over one million inhabitants. These are very large catchment areas for international brands, but also for local companies, in particular for the hair, premium perfumery and skincare sectors.

Novosibirsk is one of the new scenarios for the growth of the sector. An important transport hub in the country, the city became a strategic chemical-pharmaceutical hub after World War II. Novosibirsk also takes advantage of the surrounding natural territory, Siberia: a region characterized by a predominant nature, in which different ecosystems coexist, from tundra to coniferous forests, from large lakes to mountain ranges. This geophysical variety translates into a wealth of endemic flora and species, which are used as raw materials in the cosmetic industry.

A universe of ingredients and benefits that are surely yet to be discovered, and which can give important suggestions to the entire cosmetic industry.

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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.

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