

2020 COSMOPROF BOLOGNA, ITALY FAIR DISTRICT	12 - 15 MARCH COSMOPACK COSMO PERLUMES COSMETICS
	13 - 16 MARCH COSMO HARBANAIA BEAUTY SALON



COSMOPROF WORLDWIDE BOLOGNA IN SWEDEN TO LOOK FOR NEW BUSINESS OPPORTUNITIES IN SCANDINAVIA

Stockholm, November 11, 2019 – Scandinavia is the cradle of green beauty in Europe: **Cosmoprof Worldwide Bologna**, the B2B leading event in the world for cosmetic industry, has chosen Sweden to meet local stakeholders and identify new business opportunities for companies and operators.

The Cosmoprof network will meet companies, associations, distributors, retailers and key players at the World Trade Center in Stockholm, to promote its 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, 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.

"Among the more than 150 countries in the world attending Cosmoprof Worldwide Bologna, the Scandinavian countries, and in particular Sweden, are a fixed presence, with a country pavilion which is one of the most interesting and rich in content for our visitors - says **Gianpiero Calzolari, President of BolognaFiere Group**. - Thanks to the collaboration with **Business Sweden**, the agency working for the development and internationalization of local brands, year after year Sweden has widespread all over the world important values such as sustainability, the safety of cosmetic products and prevention. At Cosmoprof, the hub for trends and new technologies, the Swedish Country Pavilion is today a point of reference for the development of the cosmetic supply chain in harmony with nature. Strengthening synergies with local associations and districts is an important step to renew the offer of contents of our event. "

"The promotion of the Cosmoprof Worldwide event is part of the support offered to Italian trade fairs by the Stockholm Office of ITA - Agency for the promotion abroad and internationalization of Italian companies - says **Andrea Mattiello, Italian Trade Commissioner in Sweden**. - The event organized in collaboration with Business Sweden aims to stimulate the participation of Swedish operators in the Cosmoprof 2020 exhibition and to foster new commercial relationships with Italian companies. The Cosmetic market in Sweden registered the highest income in the European Union, with a value of about 2 billion euros. Italy is Sweden's eighth largest supplier of cosmetic products, with a value for export reaching over 201 million euros in 2018."

"For the third consecutive year, Business Sweden, The Swedish Trade and Invest Council, is organizing a Swedish Collective Exhibition at Cosmoprof Worldwide Bologna, promoting Innovation, Quality, Diversity and Sustainability – says **Ulrika Hoonk of Business Sweden**. - The Swedish nature serves as an inspiration to many of the Swedish beauty brands, as they always look for new ways of creating cosmetic products from natural ingredients to sustainable packaging, and this enables them to reduce their footprint. Our close collaboration with Cosmoprof Worldwide Bologna serves not only to enable Swedish companies to expand to new international markets, but also to promote the Swedish values into the worldwide cosmetic industry and to raise its awareness"

At the presence of the **Italian Ambassador to Sweden, Mario Cospito, Andrea Mattiello, Italian Trade Commissioner in Sweden**, and **Ulrika Hoonk of Business Sweden**, 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 aims 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. **Gabriella Josefsson, PhD of Disruptive Materials**, who attended the last edition with a talk, and **Jasmine Lundqvist, Founder of Base of Sweden**, who in 2019 exhibited in Bologna, will tell about the advantages to participate in Cosmoprof Bologna.

The presentation will also be an opportunity for in-depth analysis of the local market. Today, Sweden and the Scandinavian countries in general are synonymous with the search for natural ingredients and raw materials, with a focus not only on the sustainability of production processes, but also on the importance of skin health and the prevention of dermatological diseases caused by unsafe ingredients. In recent years, local and private label industries have experienced significant growth, fulfilling the need of customers for quality, innovative and safe products. In particular, the companies of skincare and hair care have grown, using local ingredients at km 0 for products taking care of the protection against aging, pollution and sun exposure.

Male cosmetics and multi-ethnic beauty are also growing; the latter is the effect of the increase in migration flows from Africa and Asia to northern Europe.

The high per capita wealth of the local population is a further determining factor for the increase in investments in research not only for local brands, but also for multinationals distributed in the area. This key element helps the development of the beauty industry in the country, with important consequences also for exports in Europe and in the main foreign markets.

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