

THE 2020 EDITION OF COSMOPROF WORLDWIDE BOLOGNA HAS BEEN POSTPONED
The exhibition will be held from 11 to 15 June

February 24, 2020 – BolognaFiere Cosmoprof SpA, organizer of Cosmoprof Worldwide Bologna, has officially announced that the 2020 edition will be postponed **from 11 till 15 June 2020**.

"The latest news concerning Novel Corona Virus in Italy have forced us to review our positions" - says **Gianpiero Calzolari, President of BolognaFiere**. – "In agreement with the Regional Government of Emilia Romagna and with the Municipality of Bologna, we have assessed the situation, and postponing the event is currently the most correct solution, to support Italian institutions engaged today in protecting our health".

"The decision to postpone the event from 11 to 15 June is a further evidence of our commitment to support the development of the cosmetic industry worldwide" - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof SpA**. – "In this way we can offer to the over 3,000 exhibitors of this edition and to the 265,000 operators attending our exhibition every year a high-quality business event, as in the tradition of Cosmoprof. I would like to thank our exhibitors and our partners for their understanding in the latest weeks, due to the complicated scenario in which we are involved. Thanks to the collaboration of the entire industry, our event in June will be a key moment for our sector".

"Cosmetica Italia is working together with its historic partner, BolognaFiere Cosmoprof, sharing the decision to postpone the fair to ensure maximum health and safety conditions for operators and visitors to the event" – says **Renato Ancorotti, President of Cosmetica Italia - Italian association of cosmetic companies**. – "Our goal is to be side by side on the occasion of the new appointment, to reconfirm the excellence of the Italian cosmetic industry, recognized all over the world and reacting positively even in contexts of uncertainty."

The 2020 program and special initiatives will not undergo substantial changes. In particular, the activities outlined in recent months are guaranteed to optimize the business opportunities of the operators attending the event in Bologna.

For further information, www.cosmoprof.com