

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



## THE ROADSHOW PROGRAM FOR COSMOPROF WORLDWIDE BOLOGNA IN SAUDI ARABIA AND KUWAIT FOR THE LAST PRESENTATION IN 2020

The Cosmoprof network looks for new stakeholders in one of the best performing markets in Middle East and Gulf region

Riyadh, December 12, 2019 – The program of presentations of the 53rd edition of **Cosmoprof Worldwide Bologna**, the leader event in the beauty sector, ends up in the Middle East. In **Riyadh**, at the **Bin Salman Hall - Sheraton Riyadh Hotel and Towers**, Cosmoprof anticipates the news, initiatives and innovative business tools for the 2020 edition, in the presence of journalists, companies, buyers, distributors, retailers and operators interested in new opportunities in the cosmetic industry. The event is part of the roadshow program sponsored by the **Ministry of Economic Development in Italy** and by **ITA - Italian Trade Agency**, promoting the Made in Italy in the world. Official partner is **Cosmetica Italia**, the association of Italian cosmetic companies.

"The meeting in Riyadh with local stakeholders concludes the roadshow project, which promoted Cosmoprof in the main international markets - says **Gianpiero Calzolari, President of BolognaFiere**. - Cosmoprof Worldwide Bologna is the most performing business platform in the world, and it can certainly be a quality showcase for the growing industry of Saudi Arabia and Kuwait. In Bologna, buyers, retailers and local distributors can discover a preview of the news for the beauty sector, identifying the proposals that best meet the high quality standards of the Saudi population. "

"The Riyadh event coincides with a particularly favorable moment for Italian cosmetic exports - says **Enrico Barbieri, Director of the Riyadh Office of ICE** -, with a growth of over 60% in the first eight months of this year compared to the same period in 2018. Italy is the leading country in Saudi Arabia in the make-up products for lips, eyes and skin".

Saudi Arabia is the best performing market in the Middle East and Gulf countries. The population is constantly growing, and the high disposable income, the recent opening to tourism and the expected growth of the industry lead the experts to hypothesize an increase for the beauty sector of more than 5% per year until 2022.

The development of cosmetics in the country is influenced both by the improvement of the conditions of the female population, which today has access to advanced education and therefore to significant job positions, and by younger population, which is acquiring greater awareness of the importance of taking care of one's own image. The development of digital media favors the search for ethical and natural products, therefore influencing both multinationals and local producers.

Saudi Arabia attracts investments from all over the world; among the major exporters of cosmetic products, United Arab Emirates, France, United States, Italy and Germany.

Cosmoprof Worldwide Bologna is the most suitable platform to facilitate the meeting between Saudi retailers, buyers and distributors on the one hand and the western market leaders on the other hand, to evaluate new specific proposals for the local population and conform to the regulations of the kingdom.

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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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