

2020 COSMOPROF BOLOGNA, ITALY FAIR DISTRICT	12 - 15 MARCH COSMOPACK COSMO PERLUMERIE COSMETICS
	13 - 16 MARCH COSMO HARBANNA & BEAUTY SALON



COSMOPROF WORLDWIDE BOLOGNA IN LONDON TO DISCUSS THE NEXT FUTURE FOR THE BEAUTY INDUSTRY IN THE UNITED KINGDOM

London, November 27, 2019 – **Cosmoprof Worldwide Bologna** presents its 53rd edition in **London, at the Embassy of Italy**, in the presence of journalists, companies, buyers, distributors, retailers and operators interested in new business opportunities in the cosmetics industry. The event is part of the roadshow program promoting Cosmoprof Worldwide Bologna, the B2B event founded in Italy 53 years ago, a world leader in the beauty sector.

To support the initiative, the **Ministry of Economic Development in Italy** and **ITA - Italian Trade Agency**. Cosmoprof takes part in a project promoting the Made in Italy in the world, in partnership with **Cosmetica Italia – the Personal Care Association**.

"The presentation taking place today in London is an important event for the promotion of our Cosmoprof network - says **Gianpiero Calzolari, President of BolognaFiere** - At Cosmoprof Worldwide Bologna, the presence of the 'made in UK' industry is a cornerstone, thanks above all to the development of the cosmetic sector in the country, the seventh market for value in the world. The current economic scenario will certainly lead to new perspectives, but innovation and research in the UK supply chain will continue to influence the evolution of the cosmetics industry globally. At Cosmoprof 2020, UK country pavilion and the attending multinationals companies will certainly play a leading role."

"The Italian Trade Agency renews its commitment to supporting Cosmoprof Worldwide Bologna in order to guarantee its current role as a global leading event for the beauty industry - says **Ferdinando Pastore, Director ICE London**. - The cosmetics sector is a symbol of Made in Italy excellence recognised all over the world for the high quality of components and the technological innovation used in production and packaging. "

The 2020 edition of Cosmoprof Worldwide Bologna will focus on the "innovation garden": here, from the roots of today's industry, the multiple visions of the future for the beauty sector will take shape. To feed the contents, suggestions and interpretations on the cutting-edge technologies, on the challenges for the industry from today to 2030 and on the concept of beauty in the next 10 years, shared by the international trend and design agencies, which can read more than any other the next changes in the market and consumer behavior. In London, **Isabela Chick, Managing Director of Retail & Beauty of Founders Factory**, accelerator of companies, presents the collaboration for the selection of beauty-tech companies and start-ups that will animate the "Garden of Innovation" of Cosmoprof 2020. **WGSN**, multi-sector agency, will attend CosmoTalks, the educational session of Cosmoprof, with a panel dedicated to the 2030 generation for the beauty world. In London **Jenni Middleton, Beauty Director**, presents the next collaboration, anticipating some contents of the research.

Grant Westbrook, Senior VP Marketing - Mintel, presents an analysis of the market and the trends influencing the development of UK beauty.

While waiting to understand what the true impact of Brexit will be and how the new economic scenario will evolve, the sector is confirmed as the third economic force for the country in terms of revenues, with an economic value of £ 27.2 billion in 2018, and it is the seventh-largest market in the world. In recent years, investments in the skincare, hair and color sectors have grown, with particular attention to studies on customized, clean, vegan and gluten-free products.

The conference in London is a profitable occasion to focus on the cosmetic industry worldwide. Thanks to our partner **Euromonitor International**, a market research provider, over the 2018-2023 period the better performing segments will be skin care, as well as oral

care, hair care and sun care. A strong attention will be paid on ingredients and production process: consumers will pay attention on claims such as "all natural" or "not tested on animals or vegan". Reliability for a beauty product will become a key issue. According to Euromonitor International's Beauty Survey, "online user reviews, social media and blogs are less influential when compared to previous years. On the other hand, the influence of advertising and recommendations from beauty, wellness and health-related apps is increasing".

This analysis is the proof of how important it is for beauty companies to find the most accredited partners for their business. Cosmoprof Worldwide Bologna, thanks to its international development, is nowadays the most well-recognized business platform all over the world, a reference event for all stakeholders.

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