

## THE COSMOPROF INTERNATIONAL PLATFORM ANNOUNCES NEW EVENTS

Milan, February 5, 2020 – The international platform of Cosmoprof Worldwide Bologna, the leading international B2B event for the beauty sector, organized by the BolognaFiere Group, is proud to announce continuous growth, with new events scheduled for 2020. Special attention will be dedicated to the development of markets in the Asian continent, where cosmetics are recording the highest growth rates.

"The Cosmoprof platform is undertaking an ambitious strategy as compared to other exhibitions, which is proof of the reliability and health of the company," **Gianpiero Calzolari, President of BolognaFiere** said. "Thanks to collaborations with international partners, we are facing the needs of a constantly evolving market. To date, Cosmoprof Worldwide Bologna is an international community with events held in five continents, offering over 500,000 international operators and 10,000 companies the most appropriate tools to develop their business."

Asia is the heart of the Cosmoprof initiatives in the world for 2020.

**Cosmoprof Asia**, the international B2B event for the beauty sector hosted in Hong Kong, has the greatest impact on the Asian continent. The fair involves companies and operators interested in the strategic markets of the Asia-Pacific region, especially in the Far East (South Korea and Japan are the most represented countries). Since its establishment 25 years ago in Hong Kong, the event provides the ideal platform for companies interested in cross trading activities towards China. Cosmoprof Asia will celebrate its 25<sup>th</sup> Anniversary in 2020; **Cosmopack Asia** will host the leaders of the supply chain at AsiaWorld-Expo from 10 to 12 November while **Cosmoprof Asia** will present the most avant-garde cosmetic products at the Hong Kong Convention and Exhibition Center from 11 to 13 November.

The first edition of **Cosmoprof CBE Asean Bangkok** will take place from 17 to 19 September 2020 at the Impact Exhibition & Convention Center in Bangkok, Thailand. The event is specifically dedicated to companies, buyers, and retailers interested in new business opportunities in the 10 markets of South-East Asia: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. Thailand is a hub for companies interested in expanding in the area and a reference point for the beauty industry. Over 880 exhibitors are expected at the event to represent the entire cosmetics industry, from the supply chain to the finished product.

**South China Beauty Expo**, opening its doors to South-East China, will also host its first edition from 30 July to 1 August 2020, in Shenzhen at the Shenzhen Convention and Exhibition Center. The event will facilitate networking with buyers and operators in the Greater Bay Area, one of the most important regions for the economic development of the country, which includes Guangzhou and Shenzhen.

In addition to the major economic regions of the continent, the Cosmoprof platform also turns the spotlight on new emerging realities. In 2020, Cosmoprof will collaborate as an international sales agent with Informa Markets for **CosmoBeauté** events in **Vietnam** (April 16 to 18), in **Malaysia** (from October 1st to 4th, in conjunction with **BeautyExpo Malaysia**) and in **Indonesia** (from October 15th to 17th). In Vietnam, the appointment is renewed from July 30th to August 1st with **VietBeauty**, dedicated to operators and companies of beauty salon, spa, perfumery, skincare, hair, and nail. In the Philippines, the next meeting point for the beauty industry will be at **PhilBeauty** in Manila, from June 9 to 11, 2020.

**Cosmoprof North America**, the B2B beauty event organized in Las Vegas at the Mandalay Bay Convention Center, will host its next edition from 28 to 30 June 2020. The fair will promote the trends and new beauty standards of the American market, including emerging brands, new technologies, and industrial and innovative design solutions. Over 1,400 exhibitors are anticipated to network with more than 40,000 operators from over 100 countries worldwide. To enrich the exhibition with inspiring and thought-provoking content, over 25 presentations and round tables featuring opinion leaders, R&D experts, and influencers will be hosted.

**Cosmoprof India**, scheduled from 2 to 4 September 2020, turns the spotlight on one of the most interesting markets for the cosmetic industry, India. After the excellent results of the first edition, with over 7,000 operators, the 2020 edition will offer new business opportunities for local and international brands, producers, buyers, distributors, and retailers interested in the evolution of the sector in the country and in the latest trends influencing local consumers.

For the second time next year, Cosmoprof will participate as an international sales agent in the organization of **Beauty Fair - Feira Internacional de Beleza Profissional**, in São Paulo, Brazil, dedicated to professionals and local distributors in the hair sector. Thanks to the success of the last edition, the partnership will facilitate the participation of international companies and operators as a first step for the development of new projects in South America.

Seventeen **Beauty Forum** events will be held across Europe. Thanks to the acquisition of the platform dedicated to beauty salon professionals, Cosmoprof has consolidated its brand awareness in Europe while offering local operators new business tools and recommendations. The network has landed in Italy: after the positive results of the first edition last year, **Beauty Forum Milan** will return on 25 and 26 October 2020.

The hair sector plays a special role, with the events of the **On Hair** brand, a spin-off of the Cosmoprof platform dedicated to the world of hairdressing. From Italy, the format will also develop abroad, with the first stop in Warsaw, **On Hair Warsaw 2020**.

New projects are being scheduled for the upcoming months, with special attention to emerging markets of great relevance for the beauty industry.

For further information, visit [www.cosmoprof.com](http://www.cosmoprof.com).