



**COSMOPROF AND ITALIAN TRADE AGENCY JOIN FORCES
TO PROMOTE THE EXCELLENCE OF MADE IN ITALY IN BEAUTY**

**In the next days, special initiatives will highlight the excellence of the Italian cosmetic industry,
as part of the exclusive Beauty Made in Italy project**

September 2020 – Quality, innovation, high safety standards: These keywords have always made the Italian cosmetic industry one of the key players of the beauty sector. After the covid19 emergency, the segment restarts to overcome the actual economic difficulties and relaunch the sector from these values.

Born from the collaboration between **Cosmoprof Worldwide Bologna**, the world reference event for Beauty, **ITA - Italian Trade Agency**, the **Italian Ministry of Foreign Affairs and International Cooperation** and **Cosmetica Italia – the Personal Care association**, the project called **BEAUTY MADE IN ITALY** has already led to the publication of a catalog of the best companies in our country. The record is translated today into nine languages (in addition to the Italian version, it is available in English, Spanish, Russian, Thai, French, Arabic, Chinese, and Korean). The catalog collects materials and brochures for 800 exhibiting companies of the 53rd edition of Cosmoprof Worldwide Bologna, for a total of 3,500 brands and over 15,000 products, and it has become a business tool to increase networking between Italian companies on the one hand, and buyers, international retailers, and distributors on the other.

New initiatives are scheduled in the coming weeks to encourage business activities, with particular attention to Latin America: on **Tuesday, September 8**, an online webinar will be held for the presentation of the BEAUTY MADE IN ITALY project to stakeholders in Mexico, thanks to the contribution of the ICE agency in Mexico and with the collaboration of Forbes magazine. The President of ICE Agenzia, Carlo Ferro, the President of BolognaFiere, Gianpiero Calzolari, and the President of Cosmetica Italia, Renato Ancorotti, will speak. The webinar will also be an opportunity to analyze the evolution of the cosmetic universe, with new trends after the pandemic, thanks to the contributions of the trend agency Beautystreams and Euromonitor International, the market research company.

"BEAUTY MADE IN ITALY, the project created to support our companies during the emergency linked to the pandemic, is becoming a strategic vehicle for business development. It is part of a program of initiatives by Cosmoprof Worldwide Bologna to relaunch the sector - says **Gianpiero Calzolari, President of BolognaFiere Group**. - In recent months, we have defined new digital technologies to facilitate the matching between supply and demand, with the support of international institutions and key players, to offer operators worldwide the best performing services. It is essential today to work as a unique team, all together to develop the cosmetic industry."

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"We want and we must help Italian companies to update their processes, to adapt to the new paradigms of world trade and technological innovation; the initiative launched today with Cosmoprof goes in this direction" - says **Carlo Ferro, President of the ITA – Italian Trade Agency**. – "ITA is strongly committed to digital evolution and to support trade shows, amid this new scenario. As part of the Pact for Export desired by Minister Luigi Di Maio, we are working on a major campaign to promote the *Made in Italy* brand. We are preparing agreements with marketplaces to have Italian companies participating in 59 initiatives in e-commerce channels and offline-to-online mass-market distribution in 28 countries around the world. The project called "Fiera Smart 365" will allow the event to be alive 356 days a year. Many other plans will aim, for example, at training digital export managers and developing projects for the use of blockchain technology for the protection of the Made in Italy. In short, support measures and new tools will combine reaction and vision for the future, so that our country can return to be a market leader."

"The Italian cosmetic industry is an excellence recognized in international markets for its products' high standards. In recent months, our companies have shown that they know how to react quickly to the emergency, identify the most effective strategies to deal with ever-changing scenarios proactively, and leverage the importance of creating a system, - comments **Renato Ancorotti, president of Cosmetica Italia**. - The Beauty Made in Italy project is an example of how fair, industry, and institutions collaborate closely to overcome this phase together. At a time when the physical encounter has to be postponed, we do not stop promoting and telling the value of our sector".

Italian companies will have at their disposal additional tools. From 5 to October 18, the second edition of **WeCosmoprof** will bring together operators and companies to share news and trends in safety conditions. Cosmoprof digital event will benefit from international key players' support: BORN, Needl, and, as confirmed in these days, Alibaba.com. "Our goal is to make a wide range of proposals available to our exhibitors to develop their business, with platforms created *ad hoc* for each market and each distribution channel," - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**.

For the promotion of WeCosmoprof, ITA - Italian Trade Agency, with the support of the Italian Ministry of Foreign Affairs and International Cooperation and with the collaboration of Cosmetica Italia, will activate a specific investment campaign, thanks to the activities of its local offices. A selection of leading Italian companies will participate in the activities of all the virtual pavilions. All the initiative details will be presented during a digital press conference scheduled for Tuesday, September 15.

For further information, <https://www.cosmoprof.com/beautymadeinitaly/>

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