

**Press Release**

**For Immediate Release**

## **COSMOPROF WORLDWIDE BOLOGNA WHAT'S NEXT FOR THE WORLDWIDE BEAUTY NETWORK**

[Hong Kong, 13 November 2019] – Great news for the beauty community around the world: **Cosmoprof Worldwide Bologna**, the B2B leading event for the cosmetic industry, is launching new opportunities and initiatives for 2020.

The international platform has reached five countries and regions, providing new updates and insights to over 10,000 companies and 500,000 professionals and operators all over the world. Across the global events in Bologna, Italy (Cosmoprof Worldwide Bologna), Hong Kong (China) (Cosmoprof Asia), Las Vegas (Cosmoprof North America), and Mumbai (Cosmoprof India), the network will focus on Asia markets and brand-new initiatives for 2020.

Special events will be held next year to take advantage of the numerous opportunities offered by local markets in China, thanks to the economic development of the area. From 30 July to 1 August, 2020, BolognaFiere, Informa Markets, and Shanghai Baiwen Exhibition Co Ltd will jointly host the **South China Beauty Expo** in Shenzhen Convention & Exhibition Center.

From 2 to 4 September, Cosmoprof India will be held in conjunction with **Personal Care Ingredients & Lab (PCIL)**, hosting a special show dedicated to raw materials for the cosmetic industry.

Recently, the fifth edition of the Cosmoprof platform was announced: **Cosmoprof CBE ASEAN** will be scheduled from 17 to 19 September 2020 at the IMPACT Exhibition & Convention Center in Bangkok, Thailand.

These events are the result of a fruitful partnership between **BolognaFiere Group** and **Informa Markets** and **China Beauty Expo (CBE)**, combining the expertise of the world's leading beauty trade show organisers.

"We are very proud to announce the many future events coming up across our international platform," says **Gianpiero Calzolari, President of BolognaFiere Group**, "Our successful collaborations with Informa Markets have exponentially boosted the international development of our trade shows, in particular highlighting the most important future markets in Asia. With this truly global network, we open up unparalleled opportunities for industry stakeholders across borders, cultures and markets."

"BolognaFiere Group is our long-term JV partner since 1996 when we first launched the Cosmoprof Asia here in Hong Kong, and the group has been with us all the way as the show has evolved into *the* landmark beauty event in Asia," says **David Bondi, Senior Vice President, Informa Markets - Asia and Director, Cosmoprof Asia Ltd.** "We are excited and ready to extend this successful partnership to different parts of the world, with a focus on Asia markets in 2020 and the same commitment to facilitating this pioneering industry, successful networking and lucrative business."

**South China Beauty Expo**, taking place at the Shenzhen Convention & Exhibition Center from 30 July to 1 August 2020, aims to connect the Greater Bay Area and target the development needs of new generations of consumer groups, high-tech retail channels and manufacturing enterprises.

**Personal Care Ingredients & Lab**, in Mumbai from 2 to 4 September, will be the perfect stage to give visibility to Indian companies specialising in raw materials. The sector is playing a key role in the development of local industry, and PCIL, together with **Cosmoprof India** - the show dedicated to finished beauty products - will facilitate business and networking between local manufacturers and international buyers and distributors.

**Cosmoprof CBE ASEAN**, scheduled for 17 to 19 September, will provide new proposals and inspiration to the beauty sector in Southeast Asia, a region with a combined population of 750 million across 10 countries – Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam – and a combined GDP of \$2.8 trillion. The region is a fast emerging market, where Thailand plays a key role thanks to economic investments and social stability.

In addition to these events in Asia, BolognaFiere Cosmoprof participates as an international sales agent in the organisation of events dedicated to the beauty world in strategic markets, in order to promote growth in the industry. 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.

Since 2015, Cosmoprof Worldwide Bologna is part of the project for the global enhancement of Made in Italy by the Ministry of Economic Development in Italy and ITA - Italian Trade Agency, with the collaboration of Cosmetica Italia – Personal Care Association.

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

###

**NOTES TO EDITORS:**

Download the high-resolution images at the following link: <http://bit.ly/2NR0gAm>

**For media enquiry, please contact:**

**ASIA: Informa Markets, Hong Kong**

**AMY NG**

**t:** +852 2516 1659

**e:** [amy.ng@informa.com](mailto:amy.ng@informa.com)

**JANICE POON**

**t:** +852 2516 2117

**e:** [janice.poon@informa.com](mailto:janice.poon@informa.com)

**WORLDWIDE: BolognaFiere Cosmoprof Spa**

**PAOLO LANDI**

**t:** +39 02 45 47 08 320

**e:** [paolo.landi@cosmoprof.it](mailto:paolo.landi@cosmoprof.it)

**ARIANNA RIZZI**

**t:** +39 02 45 47 08 253

**e:** [arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)

**ABOUT THE ORGANISERS:**

*Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and UBM Asia Ltd. UBM Asia Ltd is now trading as "Informa Markets", a division of Informa PLC.*

**ABOUT BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))**

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, and **Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. In 2020, South China Beauty Expo, a new show in Shenzhen, China, will be scheduled in July. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with **Beauty Fair - Feira Internacional De Beleza Profissional**, and in Asia.

**ABOUT INFORMA MARKETS ([www.informamarkets.com](http://www.informamarkets.com))**

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami** 2020 serving the East Coast and USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

