

BOLOGNA, ITALY  
FAIR DISTRICT

10 - 13 MARCH 2022

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

11 - 14 MARCH 2022

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

THE COSMETIC INDUSTRY IS  
READY TO START AGAIN WITH  
COSMOPROF WORLDWIDE  
BOLOGNA 2022

26<sup>th</sup> October 2021 – **Cosmoprof Worldwide Bologna 2022** is back with an in-person edition in Bologna **from 10<sup>th</sup> to 14<sup>th</sup> March 2022**. The exhibition, the first international appointment dedicated to all segments of the cosmetic industry after the pandemic outbreak, will welcome the major international players, with the objective of recovering some cohesion and creating new synergies to face market's transformations.

"The 53<sup>rd</sup> edition of Cosmoprof Worldwide Bologna will be a vital moment for the sector: finally we will be able to welcome again players from all over the world and turn the spotlight again on the excellence, the innovation and the creativity that allowed the industry to face up to the unexpected events derived from the pandemic emergency. During the latest months, we offered stakeholders the specific tools to do business in such a peculiar scenario. Now, we are ready to welcome them back to the show floor", says **Gianpiero Calzolari, President of BolognaFiere**.

"Companies and stakeholders have great expectations for the March appointment. There is a strong desire to resume in-person commercial relationships, to discover new trends and meet partners and collaborators. The 2022 edition of Cosmoprof Worldwide Bologna will be a constructive and stimulating event, to help manufacturers, brands, buyers, distributors and retailers from all over the world discover new ideas to re-launch the sector", says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof S.p.A.**

"Expectations are high for the return in presence of the leading event in the beauty sector, - says **Renato Ancorotti, president of Cosmetica Italia, personal care association**. – Our industry is firmly committed to get prepared for this appointment. We are focusing our attention on the continuous investments, on the reaction and the innovative attitude of all the entrepreneurs, managers and workers of the Italian cosmetics sector. Encouraged by positive signs, such as the 19.4% growth of Italian cosmetic exports in the first six months of 2021, we expect a total return to normal values in the next year. With this spirit we will take part in the 2022 edition of Cosmoprof Worldwide Bologna, next to our partner BolognaFiere".

The exhibition will be held following the safety procedures and providing the traditional format with the distinction of areas and opening dates according to product sector and distribution channel, for a more functional layout of the halls. From Thursday to Sunday **Cosmopack** and **Cosmo | Perfumery & Cosmetics** will open its doors for the supply chain, and the retail and perfumery segments, while from Friday to Monday the fair district will welcome professionals and salon owners with **Cosmo | Hair & Nail & Beauty Salon**.

#### COSMOPACK

At Cosmoprof Worldwide Bologna there is an area that more than the others is invested by the stream of innovations and new technological solutions: this is **Cosmopack**, the only exhibition that host the whole supply chain – contract manufacturing and private label, machinery for processes and packaging, primary and secondary packaging, applicators, ingredients and raw materials. If Cosmoprof Worldwide Bologna represents the universe of distribution and the main novelties for all its sales channels, Cosmopack is the production core of the cosmetic industry.

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With the aim of optimising the exhibition areas according to Cosmoprof visitors' target, the layout of Cosmopack follows a marked distinction between the different segments of the supply chain. The 19PK area is increased: this is the area dedicated to the major companies specialized in machinery and manufacturing solutions, a peculiar sector of Cosmopack that differentiates it from the other international trade shows. The hall 15 confirms its focus on manufacturers specialized in full service offers for the industry. Hall 18 will be dedicated again to the OEM and packaging sectors. Inside hall 20, next to innovations of the machinery sector, companies specialised in packaging will be exhibiting, with the most performing proposals following market needs and trends.

### COSMO | PERFUMERY & COSMETICS

For the perfumery and cosmetic segment, there will be many areas dedicated to the leading and most innovative companies. **Cosmoprime**, the hall dedicated to *haute de gamme* cosmetics with a selective distribution, will host numerous premium and luxury brands with a strong attention to sustainability. The special area **Zoom on Emerging Prime** will welcome 15 selected companies, exhibiting for the first time in Bologna, providing new cues for ingredients and formulations, product usage and new consumption functionalities. The **Extraordinary Gallery**, considered the base for the most interesting innovations, will host companies with innovative concepts in terms of formulations and packaging and with a brand philosophy in line with the younger generations' habits. To top up the exhibiting offer, the round tables and the insight appointments of **CosmoTalks**, where experts from all over the world will share experiences and advices on the most current topics for the segment.

### COSMO | HAIR & NAIL & BEAUTY SALON

From 11<sup>th</sup> to 14<sup>th</sup> March, the professional channel will be able to renew commercial relationships with companies and suppliers, with the objective of offering services and products of excellence and regaining consumers' loyalty.

**Companies specialized in products, accessories and furniture for hair salons will be exhibiting in halls 25, 31, 32, 33, 35 and 37.** On the stage of Cosmoprof Worldwide Bologna, **OnHair** will also be back, **inside hall 37**, a new space of BolognaFiere, recently inaugurated. An arena with over 8,000 seats will host the most captivating hair shows by global teams and masters, sharing novelties and creativity.

**Halls 28, 29, 30 and 36** will be hosting the **companies specialized in products and services for the professional beauty, spa and nail sector.** To enrich the content of the exhibition, special initiatives will be scheduled. **Cosmo Onstage**, the stage dedicated to the novelties of the beauty and hair sectors, will present **Masterclass**, the new education project by Cosmoprof, with the participation of professional educational institutions and trainers. The format follows the specific needs of operators: they are asked to satisfy the requests of consumers, who are more and more attentive to the quality of services and treatments. The **World Massage Meeting** will welcome beauticians and holistic operators for an occasion of discussion, education and update on the current most innovative body techniques. Following the success of OnBeauty, the **Wunderkammer**, the lounge of the beauty

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sector able to project visitors into the future, will present exhibitors' videos of product launches, and their most innovative equipment and treatments.

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

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