



Ambasciata d'Italia
Al Kuwait



ITALIAN COSMETICS DAYS KUWAIT

From 19 to 23 December

**spotlights on the excellence of the Italian cosmetics sector and its products
thanks to the virtual initiative designed for the Kuwaiti customers**

Milan, December 2020 – A virtuous synergy between institutions, trade fair, and industry for promoting the national cosmetic sector in the context of relations between Italy and Kuwait.

With this objective, the **Embassy of Italy in Kuwait** and **Cosmetica Italia** - Italian association of cosmetic companies, in collaboration with **BolognaFiere Cosmoprof**, promote an unprecedented virtual event. Through digital tools, contributions from local influencers, and institutional social platforms of the Embassy (Instagram and YouTube), it aims to give voice to the Italian cosmetic sector, highlighting its economic, scientific and social value.

Italian Cosmetics Days, scheduled **from 19 to 23 December**, will describe the excellence of the Italian beauty industry to the Kuwaiti customers, one of the segments spreading the prestige of the Made in Italy worldwide, together with fashion, design, food, automotive, and jewelry.

The initiative is part of the project **I-Beauty ITALIAN BEAUTY**. The culture of beauty emerges in every detail in Italy. Specifically, the production is continuously offering a well-made design product, the result of a know-how recognized globally, capable of expressing the innate Italian propensity for creativity. This invaluable factor leads Italian companies to approach each product as a work of art, with a global and multidisciplinary approach, attentive to every detail.

Italian manufacturing leadership finds its expression in the high standards of safety and quality linked to national cosmetic production, which invests about 6% of turnover in research and innovation. A *made in Italy* exhibition format, Cosmoprof, an outstanding excellence among the events, allows to promote and export all over the world Italian cosmetics, from perfumes to hair products, without forgetting the essential goods for hygiene, protection, prevention, and well-being of the person, vital elements of personal identity.

Italy is the 3rd producer in Europe of perfumes, skincare, and hair care, but there is a fact that more than any other confirms the greatness of Italian producers: Italian companies manufacture over 67% of the make-up consumed in Europe; the global figure touches 55%.

"Italian cosmetics, an authentic excellence of our country, find a booming market in Kuwait, despite the current pandemic crisis. Already understood as a brand, Italian cosmetics has managed to be appreciated thanks to his extraordinary skills: originality, design, and safety, all the result of a strong investment in research and innovation as well as of a true and unique attention to the customers' needs", explains the **Italian Ambassador to Kuwait, H. E. Carlo Baldocci**.

"Representing the approximately 600 associated companies, I appreciate this project proposed by the Italian Embassy in Kuwait, which provides new energy on our sector and its products, - says **Renato Ancorotti, President of Cosmetica Italia**. - The stimulus to internationalization, expressed by the strategic partnership with BolognaFiere Cosmoprof, is innate in our industry. We can proudly state that, in the manufacturing panorama, Italian cosmetics are also distinguished abroad for their quality, their propensity for innovation, and the creative ability typical of our Italian know-how. Together with the enhancement of made in Italy brand, the prestige of our industry is a competitive lever to be exploited in this phase of redefining paradigms on international markets, including Kuwait."



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"It is an honor to be able to participate in this special initiative organized in collaboration with the Italian Embassy in Kuwait and with our partners of Cosmetica Italia for the promotion of the excellence of the cosmetic industry in Italy, - comments **Enrico Zannini, General Manager, BolognaFiere Cosmoprof**. - For over 50 years, Cosmoprof Worldwide Bologna has been alongside companies and operators searching for new opportunities in the most promising international markets. Our network has grown over the years, covering all continents with a specific format for each geographic area's business needs, from Asia to North America, from India to Southeast Asia. Our goal is to support the relaunch of our sector and of the Italian system exports, to restart all together, stronger than before."

"Kuwait is a market where we want and are destined to grow significantly. I am very pleased with this first collaboration - for now in virtual mood - between the Embassy of Italy, Cosmetica Italia and Cosmoprof, and other initiatives will follow in 2021", concludes the **Italian Ambassador to Kuwait, H.E. Carlo Baldocci**.

Italian Embassy in Kuwait

Cosmetica Italia – Personal Care Association

Founded in 1967, it is the national association of cosmetic companies that brings together about 600 companies, from SMEs to multinationals, representing 90% of the sector's turnover, which in 2019 reached 12 billion euros. Estimates for 2020 foresee a decline of 11.6 percentage points, which will bring turnover to a value of 10.5 billion.

Cosmoprof Worldwide Bologna

Since 1967, Cosmoprof Worldwide Bologna has been the most crucial b2b exhibition in the world for the cosmetics industry. The latest edition recorded over 265,000 visitors from 150 countries worldwide and 3,033 exhibitors from 70 countries. The Cosmoprof platform is performing events all over the world, with Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and, starting from this year, Cosmoprof CBE Asean in Thailand.