



Media Contact:

Jordan Hathaway
jhathaway@kivvit.com

Cosmoprof North America Launching 2024 Miami Beach Edition

Show organizers for America's leading B2B beauty event brought together community leaders and beauty industry insiders to celebrate the exhibition's new Miami Beach home

MIAMI, FL. (January 9, 2023) — On Thursday, January 5th, Informa Markets, BolognaFiere, and the Professional Beauty Association (PBA), together with the Greater Miami Convention & Visitors Bureau (GMCVB), celebrated [Cosmoprof North America's](#) forthcoming arrival to the City of Miami Beach and the Miami Beach Convention Center next year, January 23rd – January 25th, 2024. The event was commemorated with a celebration at the Miami Beach Convention Center, which featured top-of-the-line cosmetic products, champagne, music, and valued remarks from industry and community leaders about the significance of bringing the beauty industry to the local and Latin American markets.

"We are excited to welcome Cosmoprof North America and our partners Informa Markets, BolognaFiere, and the Professional Beauty Association to the City of Miami Beach for an incredible beauty industry event in 2024," **said City of Miami Beach Mayor Dan Gelber**. "Alongside the Miami Beach Convention Center and the Greater Miami Convention and Visitors Bureau, I am proud to position Miami Beach as a destination for business and commerce, and look forward to strengthening our city as a hub for beauty professionals for years to come."

In 2022, Informa Markets, BolognaFiere, and the Professional Beauty Association (PBA) collaborated on plans to join forces to produce an impressive lineup of events in the U.S. beauty market. With Informa Markets' recent acquisition of Premiere Beauty's Premiere Orlando and its sister shows, the leading trade show organizers are expected to showcase Cosmoprof North America's extraordinary customer experience reputation with Premiere Beauty's top-notch educational approach as the preeminent beauty show comes to Miami, the "U.S. Gateway to Latin America."

"The joint venture we are establishing with Informa Markets and PBA is a great step for BolognaFiere and Cosmoprof. By joining forces, we are reinforcing the offer of performing and committing B2B beauty trade shows in the U.S. market," **highlights Antonio Bruzzone, General Manager of BolognaFiere**. "The industry is asking for highly performing business events and for 365 days services to facilitate their commercial relationships. Creating synergies and improving the tools we already implemented in all the Cosmoprof events around the world will for sure support the growth of the cosmetic industry in the U.S. market."

"We are happy that our new joint venture allows us to expand the industry's leading B2B trade show to Miami Beach, bringing new opportunity for growth across all sectors of the beauty industry," **says Nina Daily, Executive Director of the Professional Beauty Association**. "PBA is committed to supporting and elevating

the entire beauty industry, and the expansion into Miami Beach allows us to further the reach of the industry's most renowned B2B event."

Cosmoprof North America's decision to expand the leading B2B trade show to Greater Miami and Miami Beach represents a pivotal moment in bridging the gap between the U.S. and Latin America beauty industries. At the event, Cosmoprof North America's resident curator for multicultural-owned brands and beauty insider, Maria Torres, reiterated that Cosmoprof's decision to launch in Miami Beach is a smart move as vast business opportunities lie in this region.

"We cannot wait to bring a remarkable, immersive experience to beauty industry professionals in Miami Beach in 2024," said **Ed McNeill, Senior Vice President of Premiere Show Group for Informa Markets**. "It is an honor to be able to expand Cosmoprof to a new home with close ties to the booming Latin American beauty market. Not only will this strengthen Cosmoprof's portfolio but will also create synergies between key leaders that will be impactful for years to come."

While Cosmoprof's West Coast show will remain at the Las Vegas Convention Center, the new East Coast edition will provide a renewed focus on the Hispanic market. This rapidly growing segment in the beauty industry demographic segment has outspent non-Hispanic buyers by [more than 13%](#) in the past few years, and demonstrates unparalleled interest in the procurement of personal care products that are natural and environmentally friendly. Cosmoprof North America will leverage new and existing relationships with beauty professionals from all countries and cultures and encourage show attendees to explore Greater Miami and Miami Beach's unbeatable destinations.

"The growing collection and diversity of Informa Markets' events and shows we host is equal to Greater Miami and Miami Beach's appeal as a meeting, event, and lifestyle destination," said **David Whitaker, President & CEO of the GMCVB**. "Cosmoprof's Miami Beach edition will leverage and capitalize on our strategic gateway to and from Central and South America, bringing with it an opportunity for Cosmoprof North America to expand its customer base."

Cosmoprof North America draws beauty industry professionals from all over the world and showcases never-before-seen brand unveilings and product launches for hair care, nail care, and skin care. In 2022, more than 1,100 exhibitors representing all sectors of the cosmetics industry participated in Cosmoprof North America's Las Vegas edition – solidifying the region as a strategic market for business development of beauty brands and catalyst for new trends and consumer habits. Throughout the three-day event, 32,000 retailers, e-commerce, distributors, importers, beauty brands, suppliers, and journalists connected with exhibiting companies to discover new product launches and develop new business opportunities.

"We are thrilled to extend our amazing partnership with Informa Markets to host Cosmoprof Miami in addition to their well-established annual events," said **Freddie Peterson, General Manager at the Miami Beach Convention Center, an OVG360-managed venue**. "Together with our wonderful partners at the GMCVB, we're honored to continue showcasing our amazing destination and look forward to delivering an exceptional event."

The GMCVB continues to work with show organizers to bring world-class meetings and conventions to Greater Miami and Miami Beach, including cornerstones such as Informa Market's renowned U.S. Boat Show sector's [Discover Boating Miami International Boat Show](#).

To learn more about Cosmoprof North America, visit: www.cosmoprofnorthamerica.com

###

About Informa Markets:

Informa Markets creates platforms for industries and specialist markets to trade, innovate, and grow. We provide marketplace participants around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Boating, Pharmaceuticals, Food, Fashion, and Infrastructure. As the world's leading market-making company, 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.

About BolognaFiere:

BolognaFiere Group is the world's leading trade show organizer 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 2022 edition, Cosmoprof registered more than 220,000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. Cosmoprof Worldwide Bologna 2023 is scheduled from March 16 to 20, 2023, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia. For more information, please visit WWW.COSMOPROF.COM.

About The Professional Beauty Association:

The Professional Beauty Association (PBA) is the largest and most inclusive trade organization representing the entire beauty industry. PBA exists to elevate, unite, and serve the beauty industry and the professionals who improve people's lives and is the only national organization to represent the entire beauty industry. Our members include manufacturers, distributors, salons, spas, schools, independent practitioners, students, and industry suppliers. PBA is dedicated to advocating and fighting for the rights of the beauty industry, enhancing professionalism, and committed to the long-term success of the stylist and the businesses that employ and support them. For more information on membership, please visit: www.probeauty.org/join.

About Miami Beach Convention Center

For more information about the Miami Beach Convention Center, please visit: <http://www.miamibeachconvention.com/>