

BOLOGNA
QUARTIERE FIERISTICO

21 - 23 MARZO 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARZO 2024

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA 2024 HAS COME TO AN END WITH 248,500 ATTENDEES FROM 150 COUNTRIES

The next not-to-be-missed appointment for the Cosmoprof Worldwide Bologna community is for next March, from 20 to 23, 2025

March 25th, 2024 – The 55th edition of Cosmoprof Worldwide Bologna closed with excellent results.

3,012 exhibitors from 69 countries attended the exhibition - +4% compared to 2023. 248,500 operators arrived in Bologna from 150 countries. The presence of international stakeholders has registered a significant growth, with an increase up to 9% compared to last year. The Italian Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency provided an impacting support to reach these results. Cosmoprof Worldwide Bologna confirms itself as a unique platform for the sector and an incomparable development driver for an industry which, according to market analyses by EUROMONITOR INTERNATIONAL, on a global level will exceed a value of 670 billion dollars by the end of the year, with an average annual growth of 9% expected for the next 4 years.

"It was an extremely positive edition, confirming the effervescence of the market, and above all the strategic importance of Cosmoprof for international operators," declared **Gianpiero Calzolari, President of BolognaFiere**. "We are also very grateful for the support and presence of the institutions and numerous representatives of the Italian Government. The support of ITA – Italian Trade Agency has been particularly strategic: for this edition ITA involved over 70 offices to invite delegations from the main markets. Thanks to synergies with institutions we hosted top buyers from 113 countries. An extraordinary result that responds to the needs of an industry that is one of the flagships of Made in Italy, and which deserves proper recognition."

"More than 15 billion euros in turnover, exports at record levels which grew by over 20% in one year, a trade balance of more than 4 billion: the Italian cosmetics industry presented itself with these numbers at Cosmoprof Worldwide Bologna, highlighting its importance for Made in Italy to the international attendees of the fair", commented **Benedetto Lavino, President of Cosmetica Italia - Italian association of cosmetic companies**. "In these four intense days of the event, working side by side with the partners of BolognaFiere Cosmoprof, we were able to talk about the excellence expressed by our industry: in addition to the economic evidence, the event made it possible to highlight the great importance that the sector has also from an employment point of view with more than 390 thousand workers along the supply chain. Dialogue with representatives of the institutions attending the fair allowed us to directly show the value of our companies and to think about their specific needs. An indispensable synergy to face the challenges of the future."

The new opening dates were particularly appreciated by exhibitors: the opening of all pavilions from Thursday encouraged incoming and networking with international professionals for all sectors. "The response from our community to the new opening dates was very positive: from Thursday highly profiled visitors were able to interact with our exhibitors to explore new business opportunities, and this is an excellent result for us," highlighted **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "The Cosmoprof format has once again demonstrated that it can adapt to the needs of companies and operators for the development of the sector. After the great results of this edition, we are preparing to organize the next events of the international network with optimism and confidence. In the coming months Cosmoprof will be in Bangkok, Las Vegas, Hong Kong, Mumbai and Miami. Looking forward to returning to Bologna again for the next edition of **Cosmoprof Worldwide Bologna 2025, from 20 to 23 March**".

To review the highlights of Cosmoprof Worldwide Bologna 2024, www.cosmoprof.com