



BOLOGNAFIERE COSMOPROF INVESTS IN THE GROWTH OF THE COSMETICS SUPPLY CHAIN: ACQUISITION OF BEAUTY TO BUSINESS COMPLETED

The organizer of the international Cosmoprof network has acquired a 70% stake in Beauty to Business, the Bergamo-based event dedicated to the cosmetics manufacturing supply chain.

Milan, July 7, 2026 – **BolognaFiere Cosmoprof** has completed the acquisition of a 70% stake in **Beauty to Business**, the event held in Bergamo and dedicated to the Italian and international cosmetics manufacturing supply chain.

The transaction is part of the Group's growth strategy. As the organizer of Cosmoprof-branded events worldwide, BolognaFiere Cosmoprof aims to further support the development of the global cosmetics supply chain. At the same time, the acquisition strengthens Beauty to Business' market positioning, enhancing its appeal to the industry while creating new business opportunities for companies, brands, and supply chain professionals.

The transaction will also play a key role in supporting the international expansion of Italy's cosmetics manufacturing industry. According to data released by the Italian Trade Agency (ITA/ICE), Italy's manufacturing clusters account for approximately 6.3% of the total global exports of finished cosmetic products, ranking the country fifth worldwide.

*"The acquisition of Beauty to Business further strengthens our presence across the cosmetics supply chain," said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "Through Cosmopack, the flagship supply chain exhibition within Cosmoprof Worldwide Bologna, we have been helping companies worldwide build new business relationships and connect with potential clients for many years. Beauty to Business allows us to expand our portfolio with a strategic asset serving a sector that continues to stand out for its dynamism, innovation, and ability to enter new markets. Our goal is to support the event's growth while preserving its identity, expertise, and strong industry relationships, creating new development opportunities for all stakeholders."*

*"Joining BolognaFiere Cosmoprof marks the beginning of a new phase of growth for Beauty to Business, supported by greater resources and a long-term strategic vision, while preserving the role the event has built within the cosmetics supply chain over the years," said **Carlo Conte, Project Manager at Promoberg**. "This partnership will enable us to develop new professional content and services, increasing*



engagement among buyers, brand owners, contract manufacturers, ingredient suppliers, packaging companies, and technology providers."

Following the transaction, the current Beauty to Business management team will continue to oversee the event's operations and strategic development, ensuring continuity in both its vision and industry relationships. The new corporate structure will further consolidate the event as a key meeting point for the cosmetics supply chain.

The 2025 edition of Beauty to Business welcomed more than 80 exhibiting companies and over 2,600 industry professionals. Its smart, highly focused format combines an exhibition area, conferences, and targeted B2B meetings, fostering strategic connections among buyers and companies across the entire supply chain—from raw materials and ingredients to contract manufacturing and full-service solutions, primary and secondary packaging, automation technologies, and finished brands.

The next edition will take place on **October 21–22, 2026**, at the **Bergamo Exhibition Centre**, with a projected 20% increase in exhibitors, supported by the collaboration with the **Polo della Cosmesi** and new international partnerships.

For more information, <https://www.cosmoprof.com/en/corporate/cosmoprof-network/other-exhibitions/beauty-to-business-summit/>