

**COSMOPROF WORLDWIDE
BOLOGNA PROMOTES THE
COSMETIC INDUSTRY IN SOUTH
AMERICA AND EXPANDS ITS
INTERNATIONAL INFLUENCE**

**New agreement with Beauty Fair
to bring the leading international
companies in the sector to Brazil**

Bologna, November 2018 – An agreement has been reached between **BolognaFiere Cosmoprof**, organizer of the events of the Cosmoprof platform in the world, and **Beauty Fair - Feira Internacional De Beleza Profissional**, the event in Sao Paulo, Brazil, for professionals and distributors of the local cosmetic industry.

"We are proud to announce this new step for the international platform of Cosmoprof Worldwide Bologna - says **Gianpiero Calzolari, President of BolognaFiere** - Our network involves more than 370,000 professionals and more than 7,000 companies: in Bologna , Las Vegas, Hong Kong and Mumbai. Thanks to the support of the Italian Ministry of Economic Development and ITA – Italian Trade Agency, and with the collaboration of Cosmetica Italia, Cosmoprof continues its growth in the main markets, playing a key role for the development of the sector. "

Beauty Fair is the reference event for the beauty sector not only for Brazil, but for the whole South America. Founded in 2005, the event involves professionals and distributors of the South American markets. More than 500 companies are present, with more than 2,000 brands represented, for an exhibition area of 80,000 square meters. In 2017, 165,000 visitors came to São Paulo to discover the news of the main local brands, and the latest trends. A rich calendar of conferences, with over 100 scheduled seminars, allows the attendees to focus on the main issues concerning South American market.

The collaboration between the two events will bring to Cosmoprof Worldwide Bologna 2019, scheduled from March 14, a country pavilion from Brazil, facilitating the entry of buyers, distributors and retailers of the South American area. At Cosmoprof Worldwide Bologna, selected key players from Brazil and neighboring countries will be able to get in touch with the main players in the global cosmetics industry, to evaluate new products and services that can be adapted to the local market.

In September, for the 2019 edition of Beauty Fair, the collaboration with BolognaFiere Cosmoprof will facilitate the presence in the event of international companies, which already attend the main events of the international platform. Cosmoprof confirms itself as a significant partner that supports leading companies in the development of new business processes in a strategic market like Brazil: a gateway to South America, a country that is experiencing important social and economic changes.

The BolognaFiere Group has brought the Cosmoprof format all over the world. In addition to Cosmoprof events in Bologna, Las Vegas, Mumbai and Hong Kong (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India Preview and Cosmoprof Asia), the group participates as international sales agent in special events for the beauty sector in strategic markets: Belleza y Salud, in Colombia, in Bogotá, and from 2018 in Southeast Asia with BeautyExpo (Malaysia), AseanBeauty (Thailand), PhilBeauty (Philippines) and VietBeauty (Vietnam).

For further information, www.cosmoprof.com