

**AFTER THE ACQUISITION BY  
BOLOGNAFIERE COSMOPROF,  
HEALTH AND BEAUTY GROUP  
CONSOLIDATES ITS STRATEGY**

December 2018 – Consolidating its position in the main markets and lay the foundations for new common projects: this is the strategy decided by **BolognaFiere Cosmoprof**, part of BolognaFiere group and organizer of the events of the international Cosmoprof network, and the **Health and Beauty group**, leader in trade magazines and events for the professional beauty in Europe, after the acquisition which has been closed in the latest months.

The 2018 exhibitions of the Beauty Forum platform, organized by **Health and Beauty**, reached very satisfactory results throughout: in Germany (Munich and Leipzig); in Switzerland (Zurich); in France (Paris); in Poland (Warsaw); in Hungary (Budapest); in Romania (Cluj-Napoca); in Greece (Athens), Slovakia (Trencin), Macedonia and Slovenia (Ljubljana), under license.

Among European professionals, the reputation of the format is growing, with events taking place in **10 countries**, counting **1,600 exhibitors** and attracting **130,000 visitors**. **Beauty Forum** is considered the best performing trade show to meet new demands imposed by the market for the professional beauty salon, spa and nail sectors.

For 2019, new investments are scheduled as part of the Health and Beauty publishing activity. Particular attention will be paid to digital publishing, with the increase of digital platforms dedicated to professionals. The introduction of new technologies and software solutions will strengthen the communication of the contents proposed by the trade magazines of the group. Among the most important, COSSMA, dedicated to the ingredients, packaging and manufacturing sectors, and BEAUTY FORUM, with 12 country editions in Europe focused on the issues of greatest impact for professionals and companies in the beauty salon, spa and nail segments.

2019 will also see a further development in the b2c area with a second location **BUNTE Beauty Days**, organized in collaboration with the Germany' leading weekly people's magazine BUNTE. The 2018 edition, held in Munich on 27 and 28 October, saw the participation of close to 10,000 visitors, interested in cosmetics, wellness treatments and anti-age therapies. There were 100 companies taking part in the event, and 45 experts, influencers and German opinion leaders presented the latest trends and the most innovative products. For 2019, the **BUNTE Beauty Days** will again be organized alongside Beauty Forum Munich and, additionally, on 15 and 16 June in Düsseldorf, with new appointments and contents.

Thanks to BolognaFiere Group, the Cosmoprof format is reaching the whole world. Together with the events in Bologna, Las Vegas, Mumbai and Hong Kong (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India and Cosmoprof Asia**), the group participates as international sales agent for events dedicated to the beauty world in strategic markets for the the sector: **Belleza y Salud**, in Colombia, in Bogotá, and **AseanBeauty** (Thailand), **PhilBeauty** (Philippines), **VietBeauty** (Vietnam) and **BeautyExpo** (Malaysia) in Southeast Asia. From 2019, the Cosmoprof platform in South America will reinforce its influence, thanks to the collaboration with **Beauty Fair - Feira Internacional De Beleza Profissional**, the event in Sao Paulo, Brazil, for local beauty professionals and distributors.

For further information, [www.cosmoprof.com](http://www.cosmoprof.com)