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BREAKING NEWS

Cosmoprof Bologna Rescheduled Again!

Will now be held September 3-7, 2020.

03.12.20

Due to complications caused by the coronavirus, the 53rd edition of **Cosmoprof Worldwide Bologna** has again been rescheduled. It will now be held September 3-7 at the Bologna Fairgrounds. Cosmopack Cosmetics and Perfumery will run September 3-6; Cosmoprof Hair & Nails and Beauty Salon will take place September 4-7.

The decision to postpone for a second time was made following the release of the emergency decrees to limit the spread of Novel Coronavirus in Italy, as well as the latest restrictions confirmed by other countries in Europe, Asia and the American continent to limit international travels.

"Since the beginning of the emergency linked to the outbreak of Coronavirus in Italy on 23 February, we have been constantly monitoring the situation, with the aim of identifying the best solutions to support the cosmetic industry," says Gianpiero Calzolari, president of BolognaFiere. "The restrictions affecting our country and the limitations on international travels announced by other nations do not currently create the necessary preconditions for the business and networking activities at the basis of a global event such as Cosmoprof. The decision to further postpone the show in September, also based on evident prudential reasons related to the health emergency, is the result of a responsible dialogue with associations and institutions, with the common goal of creating the best scenario for the relaunch of the sector."

"Cosmoprof in an international event, which every year attracts over 265,000 operators from 150 countries to Bologna. The actual restrictions are limiting the presence in Italy of buyers, distributors and retailers from the main markets in Europe, Asia and America for the next few months, thus draining the lifeblood of our event as well," says Enrico Zannini, general manager of BolognaFiere Cosmoprof SpA. "Today more than ever we are therefore called to act with responsibility, to protect the investments and production activities of our 3,000 exhibitors and to support the sector. In September, we will work together with beauty companies and operators in the relaunch and development of the industry on a global level."

Cosmoprof Worldwide Bologna had originally been scheduled for March, then delayed to June.

Italy is one of the countries hit hardest by the global pandemic.

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