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[HOME](#) [MAGAZINE](#) [MAGAZINE ARCHIVE](#)

IT

Cosmoprof “blossoms” in May 2021

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The cosmetics industry is ready to blossom again: this is the message that the international Cosmoprof network wants to give to launch the next appointments in 2021. First of all Cosmoprof Worldwide Bologna, that will take place from 27 to 31 May 2021.

The format of b2b events dedicated to the beauty sector by BolognaFiere Cosmoprof, reference of a community of over 600,000 operators and more than 10,000 companies from all over the world, reconfirms its role in supporting business development.

The first appointment is thus Cosmoprof Worldwide Bologna, the international reference event for the cosmetics industry: initially scheduled for March, **the 53rd edition of the event will take place from 27 to 31 May 2021.**

From **Thursday 27 to Sunday 30, Cosmopack**, with all the supply chain components, and Cosmo | Perfumery & Cosmetics, dedicated to perfumery and body care proposals for the retail, prestige, and masstige channels, will open their doors.

From **Friday 28 to Monday 31, Cosmo | Hair, Nail & Beauty Salon** will host companies and operators of finished products, equipment, furnishings, and

services for the professional world of hair, nail, and beauty/spa.

In the following months, the network events will be held in **Las Vegas** (29-31 August 2021), **Bangkok** (16-18 September 2021), **Hong Kong** (16-19 November 2021), **Mumbai** (second semester).

Considerations and more

The event has been postponed, welcoming the concerns of associations and professionals, as **Gianpiero Calzolari, President of BolognaFiere** explains: "Given the unpredictable number of covid19 infections in recent months, and the consequent restrictive measures adopted not only in Italy, but all over the world, we have deemed it essential to have a new schedule».

«Our goal is to guarantee a performing and functional edition to our companies and the qualified operators who visit our event» underlines **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. «At now, the decision to reschedule the event in May seems to us the correct one for Cosmoprof to be held in the best possible conditions. Still, we are naturally aware that it is impossible to predict how the situation will evolve in the coming months. We must therefore be ready to reassess what to do if the conditions do not allow exhibitors and professionals to have a quality experience, in total serenity and safety».