

**COSMOPROF WORLDWIDE BOLOGNA POSTPONED TO SEPTEMBER 2021**

Cosmoprof Worldwide Bologna has announced it has been postponed to September 9-13, 2021, "due to the continuing health emergency linked to the spread of COVID-19."

**Previously: Cosmoprof Reschedules 2021 Events**

The event will be divided into three different trade shows dedicated to specific industries and distribution channels. Cosmopack, featuring supply chain components and Cosmo | Perfumery & Cosmetics, which is dedicated to perfumery and body care proposal for the retail, prestige and masstige channels, will be held the 9th-12th.

Cosmo | Hair, Nail & Beauty Salon will host companies and operations of finished products, equipment, furnishings and services for the professional world of hair, nail and beauty/spa from the 10th-13th.

Gianpiero Calzolari, president of BolognaFiere, said, "The concerns related to the unpredictable trend of infections expressed by our exhibitors, trade associations, and institutions once again force us to delay Cosmoprof Worldwide Bologna. The current conditions make it still too complicated to organize an international event such as Cosmoprof within the first half of the year. Our goal is to be able to restart in September with a performing and functional exhibition, which we want to create with the contribution of all the key players in the sector. Cosmoprof Worldwide Bologna will be a new start, to return to growing together."

Enrico Zannini, general manager of BolognaFiere Cosmoprof, said: "The desire to finally welcome our community in Bologna is strong. Anyway, the leadership and prestige we have reached in over 50 years, with the growth of Cosmoprof branded events worldwide, requires us to protect exhibitors and visitors' investments. Cosmoprof Worldwide Bologna is the most prestigious showcase for the global cosmetic industry, the stage where to meet the most influential stakeholders, and at the same time be known among the market players. There are enormous expectations on the next edition, which is why we are called to guarantee the best conditions for the exhibition to run in total serenity and safety."

Renato Ancorotti, president of Cosmetica Italia, said: "A fair of high prestige and international importance such as Cosmoprof Worldwide Bologna is an essential event for companies in the sector, for which we prepare for a long time and with critical investments. After this long year, that also for the cosmetics industry has marked a decrease in turnover (almost -12%) and exports (-17%), we would like to meet in Bologna. However, we agree with our partner BolognaFiere Cosmoprof in postponing this expected 53rd edition to the second half of the year. With a sense of responsibility towards all the actors involved, as well as of the institutions and citizens facing this pandemic, we need a safe performance of the event and the high-quality standards that have always characterized it. Our commitment will continue to enhance the sector and its relevance from an economic, scientific, and social point of view, laying solid foundations for the September appointment as a signal to restart our supply chain."

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