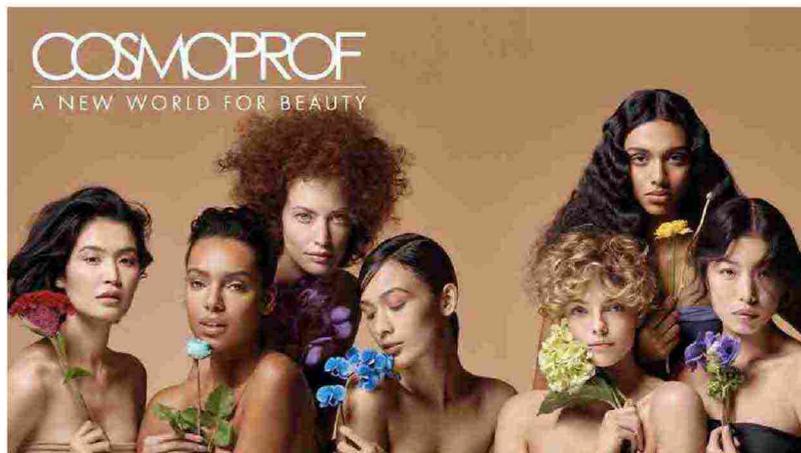


Cosmoprof Worldwide Bologna Postponed To September 2021

Natalia Kulak · 28 January 2021



The 53rd edition of Cosmoprof Worldwide Bologna has been postponed to September. The event was rescheduled from 9 to 13 September 2021, due to the continuing health emergency linked to the spread of covid19.

"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, - says Gianpiero Calzolari, President of BolognaFiere. - 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".

"The desire to finally welcome our community in Bologna is strong, - confirms Enrico Zannini, General Manager of BolognaFiere Cosmoprof. - 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.”

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