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*Helen Seward*  
MILANO

# OnBeauty by COSMOPROF WORLDWIDE BOLOGNA 9-13 SEPT. 2021

**The cosmetics industry meets in Bologna for the first relaunch of activities**

*While waiting to welcome stakeholders from all over the world next March at Cosmoprof Worldwide Bologna 2022, from 9 to 13 September, OnBeauty by Cosmoprof Worldwide Bologna will present an innovative and essential format to best adapt to the needs of stakeholders. The differentiation for entrances and exhibition areas for each sector and the concentration of initiatives in a shorter time will allow companies and operators to shorten their visit to the show floor.*

## **The sectors and initiatives of OnBeauty by Cosmoprof Worldwide Bologna**

OnBeauty by Cosmoprof Worldwide Bologna will bring together key players for the cosmetics industry. On Thursday 9 and Friday 10 September, Hall 31 will host the supply chain leaders, with contract manufacturers and suppliers of raw materials, process technologies, and packaging solutions, interested in evaluating synergies with other channels and sectors. On the same dates, the retail industry will be present in Hall 32. The exhibiting brands will focus on the multichannel transformation of the market, the mix of online and offline, and the most innovative solutions for consumer communication. The green & organic cosmetics will be hosted in halls 25 and 26 as part of SANA, the international exhibition of organic and natural products, from Thursday 9 to Sunday 12 September. The professional channel will meet in Bologna on Saturday 11, Sunday 12, and Monday 13 September. Hall 21 will showcase the best of the companies of products and services for the professional beauty, spa, and nail; on hall 22, there will be exhibitors for the hair and salon equipment sector. For each sector, in-depth programs and specific contents are envisaged. On Thursday 9 and Friday 10, market and trend experts will analyze the most critical issues for the future of the industry: new technologies and their impact on consumption habits, the balance between digital innovation and sustainability, the macro- movements that are transforming society, and their influence on the cosmetics sector. Further to that, there will be live demos and insights, technical training sessions, and institutional meetings with sector associations for the professional channel to take stock of the difficulties that have emerged in recent months.

## **The synergy with SANA and COSMOFARMA EXHIBITION**

OnBeauty by Cosmoprof Worldwide Bologna will take place simultaneously with SANA, the international exhibition of organic and natural products, and COSMOFARMA EXHIBITION, the leading European event dedicated to the pharmaceutical industry. "For this special occasion, Bologna will host the most important events in our portfolio dedicated to wellness, health, and personal care, which have been core issues during the pandemic, -

says Gianpiero Calzolari, President of BolognaFiere. - The presence of multiple distribution channels represents the radical transformation of the market: health, sustainability, and personal care are categories that are increasingly linked to each other. We face a profoundly renewed scenario, and we must be ready to develop more significant synergies to meet the change." "OnBeauty by Cosmoprof Worldwide Bologna reflects the needs of companies and operators to resume business activities, networking, and professional

training, - says Enrico Zannini, General Manager of BolognaFiere Cosmoprof. - We are inviting top buyers, distributors, and international retailers with special formulas to grant a safe return to the most functional business processes for the sector. After months of webinars and digital content, we will bring the most authoritative experts and the most talented professionals back to our stages, to recover the intensity of live interaction". "The strategic importance of the entire cosmetics supply chain for the country system is now undoubted, - comments Renato Ancorotti, president of Cosmetica Italia - Personal Care Association. - It generates a recurring income, from production to machinery and packaging, without forgetting raw materials, distribution, logistics, and retail, of 33 billion euros. Creativity, inventiveness, the spirit of initiative, propensity for innovation, and the search for new solutions are certainly resources and qualities that our sector shares with BolognaFiere Cosmoprof, the historic partner alongside whom we have represented, for over 50 years, the many facets of the cosmetic industry in Italy and the world. For this reason, the September event in Bologna represents the first concrete opportunity to restart the dialogue between the main stakeholders in the sector. The Association will offer its full support in terms of presence and content highlighting the new habits of consumption, the latest dynamics of distribution and the global response of the sector to the emergency ". The event will enjoy the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency.

**For further information and update, please check [www.cosmoprof.com](http://www.cosmoprof.com)**