



# THE INTERNATIONAL NETWORK COSMOPROF To Lead the Restart of the Beauty Industry

10 - 14 MARCH 2022 BOLOGNA, ITALY

The 52nd edition of Cosmoprof Worldwide Bologna has been postponed to 2022. The Organizers of the leading events for the beauty industry worldwide have recently announced that the next edition will be held from March 10 - 14, 2022.

In the last months, stakeholders have highlighted the importance of Cosmoprof as a first base for launching new products and the kick-off of new projects. Hence, the decision to postpone the exhibition. "The event will be back in attendance on the important date of March, which are traditionally more functional for the needs of the cosmetics industry", declares Gianpiere Calzolari, President of BolognaFiere.

"In 2019, Cosmoprof Worldwide Bologna hosted over 250,000 operators from 154 countries, of which 47% foreign, and more than 3,000 companies from 70 countries, 70% of which from abroad. Such an international event needs an essential balance of factors, underlines Enrico Zanini, General Manager of BolognaFiere Cosmoprof. "For over 50 years, the event has been the first appointment on the calendar to define the entire year's business strategy. We decided to reschedule Cosmoprof for March 2022 to ensure a functional addition in line with market expectations."



In the meantime, to keep supporting the cosmetics industry, the Cosmoprof network will offer new different business opportunities. The first event is on June 7 - 18, with WoCosmoprof International, the digital event under the Cosmoprof brand designed to enrich the virtual event space. Emcompassing the entire community of the Cosmoprof family's international network thanks to the synergy between its platforms, WoCosmoprof International involves stakeholders from all continents.



*"International presence and inclusivity in all major world markets are the main features that make the Cosmoprof network a unique and essential business partner for the global cosmetics industry. With WoCosmoprof International, these elements become the fundamental characteristics of our first-ever digital event aimed at a growing pool of global operators," declares Calzolari.*

The first physical event of the whole Cosmoprof platform will be Cosmoprof North America, scheduled from August 29 - 31, 2021 at the Mandalay Bay Convention Center in Las Vegas. The event will offer stakeholders an opportunity to come together after such a long time of social distancing and travel restrictions, recover commercial relationships, and foster new collaborations for the future season. "Cosmoprof North America is recognized worldwide for its dynamic growth and unique programs, highlights Zanini. "It is the premier launching point for new beauty brands, introducing revolutionary technologies, product innovations, and new channels for distribution, packaging, and manufacturing, with special attention on North and Central America. The show is a powerful platform with the ongoing support and presence of leading beauty associations and key industry entities. We are so excited to get back to the show floor and meet our community in Las Vegas again!"

Starting in September, the international Cosmoprof platform works on a program of events and initiatives, balancing a first physical bounce back to the activities and highly performing digital tools. "In the next months, it will be crucial to match safety conditions with a restart of networking and business plans, remarks Zanini. "From September 9 - 13, we will organize a physical event in Bologna, with an innovative and essential format. The different opening days and exhibition areas for each sector and the concentration of initiatives in a shorter time will allow organizers and operators to maximize the time spent at the fair while catching the first opportunity to meet their partners and test new products. In the meantime, we will continue working with our international partners for the organization of the next Cosmoprof events in India, Asia, and Thailand, proposing specific digital tools to help international operators and companies interacting with one another."

To learn more: [www.cosmoprof.com](http://www.cosmoprof.com)