

Cosmoprof Worldwide Bologna postponed to 2022

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 **News**  Supported by the Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency, the event for the global cosmetics industry will be back from 10 to 14 March 2022.



"The event will be back in attendance on the expected dates of March, which are traditionally more functional for the needs of the cosmetics industry, declares Gianpiero Calzolari, President of BolognaFiere. However, the need to resume activities is tangible among the players in the sector. Therefore, a new event will be exceptionally organized with an unprecedented format, which will bring stakeholders to Bologna from 9 to 13 September for a first relaunch".

"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 Zannini, 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. In Bologna, new collections are launched, and collaborations are outlined on a global scale. To ensure a functional edition in line with market expectations, it is necessary to reschedule Cosmoprof for March 2022. In the meantime, to help the sector recover, in September we will organize an event that will attract operators and companies for a first but fundamental relaunch of activities". According to Cosmetica Italia, the Italian cosmetic industry – linked to over 400,000 employees and capable of generating, despite the drop in turnover (-13%) and exports (-16.7 %) registered in 2020 in Italy – represents an economic system of 33 billion euros.

To facilitate business activities during the first half of the year, when physical appointments will not be allowed yet, WeCosmoprof International, the digital event scheduled from 7 to 18 June, will offer an unprecedented platform. For the first time, companies and visitors to all the trade fairs of the Cosmoprof network will be able to interact with each other and share new programs for the future.

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