



Cosmoprof Worldwide Bologna Postponed until Next Year



The 53rd edition of **Cosmoprof** Worldwide Bologna has been postponed until 2022, when the event will return from 10 - 14 March.

Cosmoprof **Worldwide Bologna** will resume its now traditional visitor format as determined by product sector and distribution channel: from Thursday to Sunday the Cosmopack and Cosmo | Perfumery and Cosmetics pavilions, and from Friday to Monday Cosmo | Hair, Nail and Beauty Salon.

While waiting to return to meeting in person next Spring and in order to respond to the needs of companies and operators to resume activities as soon as possible,

Cosmoprof Worldwide Bologna will **host a new event from 9th-13th September 2021**, with a new format designed primarily **for the relaunch of the beauty sector**.

*"After careful evaluation, the event will be back in attendance on the usual dates of March, more suited to the needs of the industry that **Cosmoprof** represents," said **Gianpiero Calzolari, President of BolognaFiere**. "However, the need to resume activities is very much felt 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 of the cosmetics industry".*

*"An international event of the calibre of **Cosmoprof** Worldwide Bologna, which in 2019 saw the presence of over 250,000 operators from 154 countries, of which 47% foreign, and more than 3,000 companies from 70 countries, 70% of which international, needs of an essential balance of factors," **underlined Enri-co Zannini, General Manager of BolognaFiere Cosmoprof**. "For over 50 years, the event has been the first appointment in the calendar to define the business strategy for the entire year, during which the new global collections and collaborations are emerging. To ensure a functional edition in line with market expectations, it is necessary to reschedule **Cosmoprof** in 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".*

To facilitate business during the first half of 2021, the **We Cosmoprof International digital event**, scheduled from **7 - 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 programmes for the future.

For more information please [CLICK HERE](#)

