



In-Person Exhibitions Return With OnBeauty By Cosmoprof Worldwide Bologna

Breaking News

Manufacturers, companies and operators of the cosmetic industry prepare to meet again.

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After two long years, manufacturers, companies, and operators of the cosmetic industry are ready to meet again in Bologna at OnBeauty by Cosmoprof Worldwide Bologna

From September 9-13, the exhibition (the first physical meeting for the sector) will offer the opportunity to rebuild commercial relationships and analyze the changes that the industry is facing.

Even though current restrictions make it impossible for global commercial activities to restart before 2022, OnBeauty by Cosmoprof Worldwide Bologna satisfies the need for a gradual return to normality and a recovery of close relationships with stakeholders.

As of today, confirmed exhibitors will be representing 14 foreign countries: Croatia, Germany, Israel, Italy, Latvia, Pakistan, Poland, Romania, Republic of San Marino, Spain, Switzerland, Ukraine, United Kingdom, and USA.

“OnBeauty by Cosmoprof Worldwide Bologna will meet the need for resuming business development and networking activities,” says Enrico Zannini, general manager of BolognaFiere Cosmoprof. “The exhibitors will have the opportunity to invite to Bologna their most important clients and their new strategic partners. This way they will be able to actively participate in the organization of the exhibition and in the profiling of the most suitable target audience for their commercial strategies.”

