



Over 4,300 professionals attended Cosmoprof India 2021



december 23, 2021 - Cosmoprof

Mumbai, December 23, 2021 – After almost two years, the Indian #beauty industry could gather again and re-establish business relationships. The second edition of Cosmoprof India, held on December 16th and 17th at the Hotel Sahara Star in Mumbai, closed with excellent results: more than 4,300 participants could discover new products, services and networking with 100 exhibiting companies during a 2-day #show.

All exhibitors and visitors expressed great satisfaction at the #show and were happy to finally get back to a physical event, with the protocols of organised gatherings being more relaxed over the last few months. Thanks to the attention paid by the organizers on safety measures, the exhibition hosted 252 local and international qualified buyers.

Cosmoprof My Match, the match-making software property of the #cosmoprof international network, enabled them to get in touch with new partners, test new launches, discuss about new partnerships, share suggestions, and find the best tailor-made solutions to develop their business.

Cosmoprof India brought together companies from the #beauty industry supply chain & ingredients, manufacturers, brands, buyers, and media to discover how the domestic industry is adapting to the most innovative digital tools, current distribution channels and new consumers habits in the pandemic era. Experts and analysts could share their expertise and opinions during CosmoTalks. The 6 sessions were attended by over 600 operators where they were offered an exclusive overview of new trends and post-crisis strategies. Cosmo Onstage gathered over 400 professionals to discover the latest treatments and new products launches through live demonstrations presented by exhibiting companies.

New products, innovations, trends, and the most significant initiatives of the event were shared by the three Official Bloggers of #cosmoprof india2021: Mrunal Panchal - @mrunu; Nikita Dhongdi - @nikitadhongdi and Ruchita Ghag - @ruchita.ghag. Thanks to their engagement, their followers could feel the pulse of being a part of the international #cosmoprof community.

Cosmoprof India 2021 reiterated the key role of physical trade shows in the development strategies of brands and companies. Informa Markets and BolognaFiere Group, the organizers of the event, are grateful to companies and operators who reposed their trust in the exhibition and are looking forward to welcoming Indian stakeholders once again to the next edition of the #cosmoprof India #show from 6th to 8th October 2022.

