

## COSMOPROF WORLDWIDE BOLOGNA

The cosmetic industry is preparing for the 53rd edition, scheduled from 28 April to 2 May 2022 in Bologna



This edition confirms previous years' results, despite the complications related to the international scenario. Over 2,700 companies from 70 countries, organized in more than 30 pavilions, will be present to find operators and launch the latest collections. There will be 26 country pavilions, with small and medium-sized companies ready to tell the best of cosmetic production in Belgium, Brazil, China, Czech Republic, Ecuador, France, Germany, Greece, Indonesia, Ireland, Israel, Japan, Latvia, Mongolia, Poland, South Korea, Spain, Sweden, Turkey, UK, and the USA.

Apart from the difficulties for operators from China and Taiwan due to the anti-covid restrictions still in force, and from Russia and Ukraine because of the war that broke out in recent weeks, Cosmoprof records 30% of exhibitors attending for the first time or returning to Bologna after a few years of absence, pleasantly impressed by the event's ability to renew itself and adapt to new business tools. Thanks to its constant adaptability, Cosmoprof Worldwide Bologna has already received confirmation of the participation of buyers from more than 90 countries.



"For 2022, thanks to special projects with media partners and trade associations, we are organizing ad hoc programs for Italian and European retail chains and perfumeries. Thanks to the support of the ITA agencies, we are ready to welcome distributors and importers from North and Eastern Europe, as well as from Angola, Cameroon, Canada, Korea, Kuwait, India, Indonesia, Latin America, Malaysia, Myanmar, North and South Africa, Oman, Philippines, Qatar, Republic of Congo, Saudi Arabia, Singapore, Thailand, UAE, USA, and Vietnam. Our goal is to offer a quality event to stakeholders, combining face-to-face initiatives and digital tools to facilitate matchmaking and business development", concludes Zannini.

