



EM

INTERVIEW

# 2022 A FUNDAMENTAL YEAR FOR THE BEAUTY INDUSTRY



INTERVIEW WITH  
**ENRICO ZANNINI,**  
GENERAL MANAGER,  
BOLOGNAFIERE  
COSMOPROF

results, but above all great enthusiasm for the return to events and relations in-person. These are definitely encouraging signs which drive us to continue working for the coming months to organize events that are increasingly in line with the current ways of working and with the new ways of business.

## Cosmoprof renews its commitment for international development from East to West

EM: Cosmoprof Bologna Worldwide and Cosmopack, long awaited by the beauty industry, brought together the most important players, from suppliers to the brands to the world of distribution. Were the figures, as well as the enthusiasm to meet again, satisfying?  
EZ: Cosmoprof and Cosmopack in Bologna had over 2,700 companies from 70 countries and 220,000 presences from 144 different countries. Compared to 2019, these results are excellent, considering the difficulties linked to the restrictions still in force in some markets and the international political situation. The main buyers, retailers, professionals and distributors came to Bologna to discover what's new and to resume relations, projects and commercial agreements. They were 5 days of great satisfaction and very profitable business meetings.

EM: Cosmoprof North America has just come to an end, in the middle of July. What were the results compared to the expectations? There was also a large presence of Italian companies...

EZ: Cosmoprof North America 2022 was full of new things: a new exhibition area, a new format (from Tuesday to Thursday) and a better division of the areas with specific halls for the finished product of Cosmoprof and for the proposals of the supply chain of Cosmopack.

EXPORT MAGAZINE: Can we say that the trade show world in general is at last emerging from a troubled period? In particular, what is the perception that Cosmoprof and BolognaFiere currently have?

ENRICO ZANNINI: We are very optimistic about the future. The events of the Cosmoprof network that have been held so far - Cosmoprof Worldwide Bologna and Cosmoprof North America - have recorded excellent

INTERVIEW

EM



*In this case too, the results were very good, with more than 1,100 companies from 47 countries and 32,000 professionals who came to Las Vegas from 98 countries. We also activated a very positive collaboration with the ITA (Italian Trade Agency) to invite over 70 Italian companies to the event, which thanks to funds from the ITA were able to present their collections and new products to the stakeholders at the event.*

**EM:** How important is the American market for your Group, from a strategic point of view? In Las Vegas we noticed a large presence of operators from Central and South America: is this an area of interest that you intend to increasingly cultivate?

**EZ:** Over the last few months the American market has recorded important signs of recovery, thanks also to the continuation in some Asian countries of restrictions and the blocked circulation of international goods. Latin America is also particularly active at the moment, and Las Vegas, due to its geographical vicinity, is an important stage for come into contact with operators in Central and South America. As the main business partner for the operators in the cosmetic industry, we continue to monitor the developments of old and new markets, thanks also to the collaboration with partners, agencies and international analysis centres, to be able to offer increasingly performing services to our companies and the operators who follow our events.

**EM:** The autumn is full of appointments in the Far East, from CBE in Bangkok to Cosmoprof India and Cosmoprof Asia. This shows the renewed interest – after a forced period at a standstill – in Asian markets. What is your strategy for these shows, always with an international connotation?

**EZ:** The Far East is a fundamental geographical area for business related to the beauty sector. Despite the difficulties of the past few months, we are excited at the idea of going back to events in presence in the

area and once again meeting our local community. The first appointment will be in Bangkok, Thailand, with Cosmoprof CBE ASEAN, from 15 to 17 September: this is a first edition that is particularly anticipated, gathering interest from operators ready to evaluate new development in the markets of south-east Asia. Further dates are Cosmoprof India, in Mumbai, from 6 to 8 October, local industry are very excited about the return of the event, because Cosmoprof is a fundamental occasion to discover trends, habits and the new types of consumer in the country. Cosmoprof Asia also returns from 16 to 18 November, this year exceptionally in Singapore, to make up for the restrictions still in force in China. The appointment with Cosmoprof Asia has been a key moment for 25 years for the foreign development strategies of many cosmetic companies: we cannot wait to at last be back in presence, to discover how the main markers in the Asia-Pacific region have evolved.

**EM:** The ITA is increasingly present at your side to support Italian companies on their path towards internationalization. Will it be the same for these three events?

**EZ:** The support of the ITA has proven to be fundamental over the last few months to help Italian companies present themselves on the world's main markets. We are proud of being able to have the ITA at our side for the forthcoming appointments as well, to contribute together to the relaunch of the Italian cosmetics industry.

**EM:** 2022 was characterized by the re-start. What will the 'mantra' be for 2023?

**EZ:** The relaunch of our sector inevitably passes through connections and relations. Our objective is to bring discussion with partners and new collaborators back to the centre, because it is interpersonal exchange that leads to developing new ideas and sharing suggestions and projects.

Claudia Stagno





## BolognaFiere Group, Informa Markets, and the Professional Beauty Association join forces to deliver a monumental partnership to Accelerate Growth in the U.S. Beauty & Personal Care Industry

Three leading B2B trade shows organizers BolognaFiere, Informa Markets, and PBA – Professional Beauty Association are joining forces to deliver the largest and most impressive series of beauty events in the US beauty market. Beginning in January 2023, BolognaFiere, Informa Markets and PBA will combine their extensive beauty industry knowledge and network to create a best-in-class event format with unrivalled reach. BolognaFiere and PBA currently partner on the [Cosmoprof](#) North America show, held in Las Vegas, which was a resounding success in its 2022 edition. Over 32,000 retailers, distributors, investors, beauty brands, suppliers, and the press connected with over 1,100 exhibiting brands to discover new product launches and facilitate business. PBA, who currently organizes ISSE in Long Beach, will now evolve the show to be a part of the Premiere Beauty expansion in Anaheim, one of several events in the new USA Beauty portfolio. Beginning in 2024, BolognaFiere, PBA, and Informa Markets are willing to expand the [Cosmoprof](#) North America brand, bringing beauty industry professionals together in one of the highest growth markets in the U.S., Miami, FL which will also be well positioned to serve the Latin American market. While [Cosmoprof](#) North America and Premiere have different attendee value propositions, by partnering, the three organizations are able to better

leverage the power of the two industry leading brands, delivering extraordinary value, more robust digital offerings and data enrichment opportunities to a level never achieved in the beauty industry across the U.S. The joint venture would combine the industry-leading brands under the USA Beauty Portfolio, which would be led by industry veteran Ed McNeill with Meredith Loza and Marco Labbate leading Marketing and Sales, respectively in cooperation with the Sales and Marketing teams of BolognaFiere [Cosmoprof](#). An expanded call center is also planned to launch in Orlando supporting the U.S. portfolio. "With [Cosmoprof](#) North America's exceptional customer experience and Premiere's best-in-class education and data strategy, this partnership will bring truly unmatched quality and service levels to the beauty industry," said Ken McAvoy, President of Informa Markets' South Florida Ventures portfolio "Together, we can leverage the best of each brand across the entirety of the portfolio, creating an unrivalled customer experience." "The agreement is a fundamental step for the consolidation of the international expansion of BolognaFiere. The U.S. market is particularly in the spotlight today, given the current uncertainties in the Asian continent after the forced stop of recent months", said Gianpiero Calzolari, President of BolognaFiere Group. "Cosmoprof is a unique model, also thanks

to the synergies with our international partners, Informa and PBA. [Cosmoprof](#) is a flagship of the Italian trade fair system, and we are proud as BolognaFiere Group to continue to increase its prestige and growth worldwide". "We are thrilled to announce this partnership," said Enrico Zannini, General Manager of BolognaFiere [Cosmoprof](#). "Together with Informa Markets and PBA, our trusted partners, we will offer more business and educational opportunities for the US beauty industry, supporting the industry in its growth, and offering more value to our customers." "This partnership is an exciting opportunity for continued growth for all sectors in the beauty industry," says Nina Daily, Executive Director of the Professional Beauty Association. "PBA is committed to supporting and elevating beauty professionals, and the partnership with Informa Markets and BolognaFiere offers the best-in-class event opportunities for the industry as a whole." "The industry has been asking for our commitment to align industry leaders and we are thrilled to take a historic next step towards delivering on that commitment," noted Ed McNeill, Vice President of the Informa Markets, U.S. Beauty Portfolio. "This positions our brands to deliver education, content, digital and community to an unparalleled level. By combining our resources, we can offer the best experience possible for the beauty industry." The beauty community can expect dramatically expanded marketing and sponsorship opportunities, the ability to easily participate in multiple shows through multi-show contracts opportunities, better support through the expanded call center, additional educational opportunities, and access to global markets. This partnership is a landmark one for the U.S. beauty industry, bringing the best business opportunities, education, connection, and innovation to cities across the country, under a single umbrella.

