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**THE MOST IMPORTANT BEAUTY
TRADE SHOW IN THE WORLD,
DEDICATED TO ALL SECTORS
OF THE BEAUTY INDUSTRY**
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BOLOGNA, ITALY
FAIR DISTRICT
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16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &
BEAUTY SALON

ORGANIZED BY
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COMPANY OF
 **Bologna Fiere**

IN PARTNERSHIP WITH
 **COSMETICA ITALIA**
the personal care association

WITH THE SUPPORT OF

Ministry of Foreign Affairs
and International Cooperation


ITALIAN TRADE AGENCY

A NEW WORLD FOR BEAUTY BOLOGNA, HONG KONG, LAS VEGAS, MUMBAI, BANGKOK





INTERVIEW



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





EVENTS

COSMOPROF NORTH AMERICA'S 19TH EDITION

Over 1,100 exhibiting brands and 32,000 visitors



Cosmoprof North America, the leading B2B beauty exhibition in the Americas, successfully concluded its 19th edition from July 12-14, 2022, at the Las Vegas Convention Center, a shift from the Mandalay Bay Convention Center previously. The trade show welcomed attendees from across the globe at its new location across a new two-hall format which saw Cosmopack North America, the only event in the Americas fully dedicated to the entire beauty supply chain, with its dedicated hall for the first time. Throughout the three-day event, 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. In addition to the new location and two-hall format, the 19th edition also unveiled a new categorization of finished products into four macro categories (hair care, skin care & makeup, nails, and natural products), much to the delight of

exhibitors and attendees alike. Alongside these macro-categories were the return of special areas Discover Beauty, Discover Beauty Spotlights, Discover Green, and The Beauty Vanities, in addition to the Country Pavilions, featuring brands organized by international delegations from Argentina, Chile, China, Colombia, Dominican Republic, Italy, Korea, Morocco, and Spain. The launch of highly anticipated special areas Discover Black-Owned Beauty, highlighting Black-owned and founded beauty brands that was curated in collaboration with The Beauty International Group, and Beauty Tech, highlighting companies providing the latest technological and digital solutions, made their debuts in the West Hall and North Hall respectively. The show also saw the return of notable programs such as the Buyer Program, connecting exhibitors with leading retailers, e-commerce platforms, international buyers, distributors, and brands including Aminco, Bloomingdale's, Cos Bar, The Detox Market, Macy's, Neiman Marcus, Revlon, Shiseido, and Space NK along with first-time participants Target and Coupang, South Korea's largest online marketplace. Through CosmoTalks, the global educational program powered by Cosmoprof, the exhibition hosted 12 seminars featuring speakers including

top executives from The NPD Group, thirteen lune, Ulta Beauty, Unilever, and more. Entrepreneur Academy, a unique one-day intensive workshop for up-and-coming beauty entrepreneurs, was sold-out, as was the newly offered Cosmopack Education, with each of its nine beauty supply chain-centered sessions standing room only. Also returning was CosmoTrends, featuring trends showcased among exhibitors, including FILL IT UP (refillable beauty), LET'S TALK ABOUT SEX, SUPERCHARGED SERUMS, TEXTURED TRESSES, ETHICALLY SOURCED, and WFH SPA, and the Cosmoprof and Cosmopack North America Awards, which honored the best in beauty among exhibitors across seven categories live at the event. Both initiatives were conducted in strategic partnership with BEAUTYSTREAMS. Among the highlights of the show included Boutique, the onsite sampling bar featuring deluxe-sized samples from 20 brands with proceeds donated to Strength In Beauty (A CUT IT OUT grant for industry professionals), and the newly launched Innovation Studio at Cosmopack, showcasing innovation in the beauty supply chain across two installations on the show floor: LIFESCAPES, also in collaboration with BEAUTYSTREAMS, and Packaging Power!, presented by the FIT's Packaging Design BFA Program.



Cosmoprof North America will celebrate its 20th edition at the Las Vegas Convention Center on July 11-13, 2023



EVENTS

IMPORTANT NEWS FROM BOLOGNAFIERE GROUP AND INFORMA MARKETS

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

Las Vegas, NV (July 28, 2022)

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.