



Cosmoprof Worldwide returns to Bologna in March 2023

Cosmoprof Worldwide Bologna, the reference B2B event for the cosmetics industry, will be back in Bologna, Italy, from 16 to 20 March 2023. The exhibition is recognised worldwide due to the excellence of its exhibition offer, the unparalleled presence of operators from over 190 countries and the exclusive opportunity for attendees to discover trends, innovations, and technologies. These features mean the event is one of the most-awaited occasions for operators from all over the world.

The leading companies in the industry will meet in Bologna with a specially structured calendar to strengthen the synergies between the sectors. The excellence of the supply chain of Cosmopack and finished product exhibitors for the retail channel of Cosmo Perfumery & Cosmetics will be able to lay the foundations for new projects from Thursday to Saturday for three intense days of business and networking.

The show is the only trade fair presenting the entire cosmetic supply chain, from formulation to packaging, from machinery to automation and solutions for industries, from contract manufacturing to private labels. Cosmopack is where new trends are born: the exhibition attracts brand owners and managers of the best-known multinationals and beauty chains interested in enriching their offers with innovative products.

For the 2023 edition, Cosmopack will pay particular attention to the ingredients and raw materials sector, encouraging interaction between suppliers of active ingredients, R&D managers, and contract manufacturers already attending the event. Raw materials and ingredients will also be one of the elements of the Cosmopack Factory 2023. The initiative will highlight the importance of track and trace technologies in beauty. The Factory will represent all production phases, from the choice and processing of raw materials to distribution to the consumer, analysing the virtuous connections of the supply chain.

For the exhibitors of the sector, the conjunction with Cosmopack and the growing presence of raw materials suppliers will be a fundamental element facilitating interactions between producers and brands. For the 2023 edition, FENAPRO, the Italian association of perfumeries, and FEDP - European Federation of Perfumers will attend. The two associations will promote the interaction between brands and perfumeries to adapt the offer in-store to new consumption habits.

The rich exhibition offer will be accompanied by a calendar of exclusive insights on professional distribution with Cosmo Onstage sessions. Trends, new products, and new ways of interacting between brands, beauty operators, and consumers will be just some of the topics on the agenda.

Cosmoprof Worldwide Bologna is the cradle of innovations and trends: it is in Bologna that companies launch their new collections to operators from all over the world, playing a strategic role in the evolution of the market. The Cosmoprof & Cosmopack Awards,



among the most coveted awards by brands and players in the supply chain, will reward the most creative and avant-garde proposals.

The Awards, organised in partnership with the trend agency BEAUTYSTREAMS, will be the protagonists of an exclusive gala evening on Friday 17 March, dedicated to exhibitors, delegations of top buyers from all over the world, the press and influencers invited to Bologna. A jury of highly qualified and prestigious experts will select the winners, who will be unveiled during the event.

Trends, innovation, new technologies are the key words of CosmoTalks, the calendar of in-depth studies entertaining beauty stakeholders from Thursday to Saturday at the Service Centre in the Bologna fair district.

CosmoTalks is a moment of unparalleled connection and interaction: speakers of international prestige share suggestions, inspirations, and experiences, giving the audience a unique access to professional updating and new inspirations. The presence of the most recognised trend and market analysis agencies will enrich the panorama of the themes of the 2023 edition with exclusive presentations.

For more information on the next edition of [Cosmoprof](#), Worldwide Bologna: www.cosmoprof.co

