

BOLOGNA, ITALY
FAIR DISTRICT

18 - 21 MARCH 2021

COSMOPACK

COSMO PERFUMERY &
COSMETICS

19 - 22 MARCH 2021

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

THE 53rd EDITION OF
COSMOPROF WORLDWIDE
BOLOGNA WILL BE HELD
FROM 18 TO 22 MARCH 2021

17 June 2020 – The 53rd edition of **Cosmoprof Worldwide Bologna**, the leading b2b event for the beauty industry, will be held **from 18 to 22 March 2021**. Every year, the show gathers under one roof over 3,000 companies and 265,000 operators from 150 countries.

"In these months we have never stopped our activities - says **Gianpiero Calzolari, President of BolognaFiere**. – To face the forced lockdown, we implemented new business tools to keep giving voice to the excellence and quality of the cosmetic industry. Today a new phase is starting for us: we are working to our show scheduled for next spring, to offer international companies and operators a high-performance and content-rich event, in full compliance with the required safety standards. "

"The exhibition in March 2021 will be a fundamental step in our development strategy, - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - We will make our entrance into a new decade proposing cutting-edge initiatives and technologies, which have been implemented thanks to the competence and recognition gained over our 50-year history, to optimize our offer of B2B services. After the first June edition, we will confirm a new appointment of WeCosmoprof, our digital event. Further to that, we are evaluating new collaborations to improve our exhibitors and the international community's business experience on the show floor. Hard work expects us in the next months, and we are looking forward to welcoming the companies and operators of our network to Bologna. Our goal is to repay them for their trust in our group with a successful and high-quality event, worthy of the Cosmoprof brand."

"I have been particularly proud of the reaction of the beauty industry in the latest months. As an excellence recognized for its economic, scientific and social values, it has been able to make its contribution in an unprecedented situation, - says **Renato Ancorotti, president of Cosmetica Italia – the Personal Care Association**. - Giving companies resources and concrete tools for the development of their business has always been a priority. Today, thanks to the historic collaboration with BolognaFiere Cosmoprof, we can start looking at 2021. We will work with our partner to confirm Cosmoprof as a unique event in the world, being the best platform between the cosmetic industry and the market. Organizers, institutions and trade associations will join together at the new appointment, contributing to the relaunch of our country."

For further information, please visit our website www.cosmoprof.com

IMAGE & COMMUNICATION

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