

The Vision of the Cosmetic industry in 2030

Cosmoprof Worldwide Bologna 2020 Press Conference in Milan

The press conference of Cosmoprof Worldwide Bologna 2020, leading B2B event for the beauty industry in the world, has been held today in Milan, Italy.

The novelties for the next edition have been presented at the presence of Gianpiero Calzolari, President of BolognaFiere, Renato Ancorotti, President of Cosmetica Italia – the Personal Care Association, Carlo Ferro, President of ITA – Italian Trade Agency, and Enrico Zannini, General Manager of BolognaFiere Cosmoprof SpA.

The guiding theme of the 2020 edition will be the vision of the cosmetic industry in 2030: thanks to the collaboration of trend and design agencies, associations and international media, Cosmoprof will host seminars and initiatives providing suggestions and ideas to give shape to Beauty 2030.