

**COSMOPROF WORLDWIDE BOLOGNA 2018 IS OPENING**  
**New for the 51st edition, a tailor-made journey for each sector**  
**to facilitate business opportunities at the fair**

**2,822 exhibitors** from **70 countries** are taking part in the 2018 edition of Cosmoprof Worldwide Bologna, 3% more than in 2017. **The event has grown by 7.5% overall**, confirming Cosmoprof's role as the flagship event in a global network that showcases the very best of the sector, thanks to the invaluable support of the **Ministero dello Sviluppo Economico** (Ministry of Economic Development), **ITA – Italian Trade Agency**, and the long-term partnership with **Cosmetica Italia – The Personal Care Association**.

The new concept, with tailor-made visitor journeys to meet the specific business needs of companies, buyers, distributors, retailers and professionals at the fair, aims to help the event go from strength to strength.

**From Thursday 15th to Sunday 18th March** the fair hosts professionals from the retail, perfumery and cosmetics and green and organic sectors, as well as the national pavilions, at **COSMO|PERFUMERY & COSMETICS**, running in tandem with **Cosmopack**. The areas geared towards the professional channel at **COSMO|HAIR & NAIL & BEAUTY SALON** - hair, nails and beauty & spa - together with the Chinese and Taiwanese national pavilions, are keeping to the usual opening times, **from Friday 16th to Monday 19th March**.

All areas of the fair are growing. Cosmopack has grown by 6%, with 464 exhibitors from 31 countries, and the Cosmo|Perfumery & Cosmetics areas have grown by 5% overall. The green sector's growth is particularly impressive, with 130 companies taking part. The sections dedicated to the professional distribution channels are also growing, with the Cosmo|Hair & Nail & Beauty Salon area showing an overall increase of 8%.

**There are 27 National Collectives** from 24 countries at the fair. **From March 15th to 18th** the national pavilions from **Australia, Belgium, Brazil, Bulgaria, California, France, Germany, Great Britain, Greece, Hungary, Indonesia, Israel, Italy, Japan, Korea, Latvia, the Netherlands, Poland, Spain, Turkey, the United States** and, for the first time, **Sweden**, are exhibiting. **From March 16th to 19th**, in tandem with Cosmo|Hair & Nail & Beauty Salon dedicated to the professional beauty world, the **China** and **Taiwan** pavilions are open to visitors.

Cosmoprof Worldwide Bologna 2018 offers a packed programme of in-depth analysis, organised in line with the sector-based structure of the event. In the Service Centre, the beating heart of Cosmoprof, the 18 **CosmoTalks** panels, scheduled from March 15th to 17th, offer a 360° focus on relevant subjects for the cosmetics industry - the latest trends, successful communication strategies, digital topics and new developments for the beauty universe - in partnership with the leading trend agencies, the most authoritative publications in the sector and internationally renowned retailers. Friday 16th and Saturday 17th are dedicated to market analysis and studying the specific nature of the individual **CosmoForum** sectors. The educational programme comes to a close with the **Cosmoprof OnStage** live demonstrations, dedicated to the professional beauty and nail world, on Sunday 18th and Monday 19th March.

"The 51st edition of Cosmoprof opens with its sights set on the future," says **Gianpiero Calzolari, President of BolognaFiere**. "Not only in terms of the architectural extension and revamping project for our fair district, which will offer Cosmoprof and the other events we host a space of over 140,000 square metres, but also because now in 2018 Cosmoprof is an international platform enhanced by important new events. After Cosmoprof Asia and Cosmoprof North America, we will be opening Cosmoprof India in Mumbai, and events in Iran and Colombia have also been confirmed. We will subsequently hold events in Thailand, Vietnam, the Philippines and Malaysia as we expand across the Asia region. Our format, which began in Bologna 50 years ago, is now a leading brand worldwide for everything to do with the cosmetics and beauty business. BolognaFiere engages in this global market with its specialised know-how, consistently maintaining a level of high quality and remaining the landmark event for professionals in this important sector."

"Cosmetica Italia, the trade association for the national cosmetics industry, is preparing, alongside its long-term partner BolognaFiere, to make the 2018 edition of Cosmoprof Worldwide Bologna even more appealing and full of content and opportunities. In a unique period of collaboration between Italian talents," says **Fabio Rossello, President of Cosmetica Italia**, "this partnership enables us to showcase a flourishing sector, both for the Italian and the global economy, in its prime. The strength of our businesses is evident in the continuing growth of the national cosmetics sector's global turnover to almost 11 billion euros. The internal market has partly contributed to this positive performance, with an increase of over 1%, and further growth is forecast for 2018. But the most significant contribution is still export sales, which reached 4.7 billion euros in 2017, an increase of 9% from the previous year. The Bologna trade fair once again offers an opportunity to assert the competitiveness of the Italian cosmetics industry."

#### **INTERNATIONAL BUYER PROGRAM**

Cosmoprof Worldwide Bologna is the ideal setting for growing your business: this has been the vital ingredient of the event's success for over 50 years. Through a scouting initiative where the Cosmoprof platform features in presentations and meetings with associations and professionals in the major international markets, top buyers, distributors and the most influential international retail chains have been selected to be part of the **International Buyer Lounge** in Pavilion 19.



MARCH 2018 15<sup>TH</sup>-18<sup>TH</sup>

MARCH 16<sup>TH</sup>-19<sup>TH</sup>

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

COSMO HAIR & NAIL &  
BEAUTY SALON



The **International Buyer Program**, a tool developed for all meetings within the Cosmoprof network, facilitates introductions between supply and demand, maximising business opportunities for exhibitors and buyers at the event. Through an innovative matchmaking program, cosmetics firms on one side and buyers and distributors on the other can identify the most appropriate potential partners for their development needs and can plan their visit to the fair in the most effective way, increasing their chances of setting up new and profitable projects.

In the lounge's **RelaxZone** a new initiative allows selected exhibitors to present their products by testing them, offering buyers, distributors, retailers and press at the event a cosmetic treatment and giving them an opportunity to combine business and wellness.

#### ACCADEMIA DEL PROFUMO

The partnership between **Cosmoprof** and the **Accademia del Profumo**, a Cosmetics Italia initiative dedicated to the fragrance world, brings the very best of luxury perfumery to the BolognaFiere Service Centre.

The finalists of the 2018 Accademia del Profumo prize for the best women's and men's perfume of the year will be on display, with fragrances from the following prestigious perfume houses: Angelini Beauty, Bulgari Italia, Chanel, Collistar, Coty Italia, L'Oréal Italia Luxe, LVMH Italia, Puig Italia, Salvatore Ferragamo Parfums and Shiseido Group Italy.

#### BOUTIQUE

Cosmoprof Worldwide Bologna's charity initiative is launching an appeal to visitors at the fair. With a small donation you can buy products from selected exhibitors at the event and contribute to the work of the Romagna Scientific Institute for Cancer Research and Treatment (IRST). All proceeds go directly to the charity.

**19 exhibiting companies** are taking part in the project: Baldan Group (Italy), Bandi Cosmetics (Poland), Dax (Poland), Embelleze (Portugal), Equilibra Srl (Italy), Eva Garden (Italy), Gellé Frères (France), Helan (Italy), Hemp Care (Italy), Orly by Ladybird House Srl (Italy), Madara Cosmetics (Latvia), Mareleva Srl (Italy), Nashi Argan (Italy), Onlybio (Poland), Parisienne Italia Spa (Italy), Phitofarma Srl (Italy), QS Professional (Greece), Sukin Organics (Australia) and Wonderstripes (Germany).

#### SOCIAL AREA @CENTROSERVIZI

The Social Area in the Service Centre aims to enrich the visiting experience for beauty professionals. For an enjoyable visit to the 2018 edition of Cosmoprof, Instagram photos tagged with #cosmoprof2018 are sent directly to a Life Printer. You can collect a copy of your photo and share it with other visitors on the dedicated wall. And for a star selfie there's **Light My Beauty - Mirror Mirror**, a luminous installation designed by Moritz Waldemeyer with 21 backlit mirrors reflecting the image from various angles.

#### PRESS VILLAGE

The Cosmoprof Worldwide Bologna Press Village is an area dedicated to the most influential international trade publications and is accessible both to exhibiting companies looking to increase the visibility of their products and to professionals looking for innovations in the beauty sector. Because communication and business are inseparable.

For more information, visit [www.cosmoprof.com](http://www.cosmoprof.com)