



**COSMOPROF**  
**MARCH 2017**  
**17-20**  
 COSMOPACK 16-19  
 COSMOPRIME 16-19   
**BOLOGNA (ITALY)**  
 FAIR DISTRICT  
 WWW.COSMOPROF.COM  
 A NEW WORLD FOR BEAUTY  
 BOLOGNA LAS VEGAS HONG KONG

## COSMOPROF WORLDWIDE BOLOGNA CELEBRATES ITS 50th EDITION WITH COSMOPRIME

**Milan, 19 January 2017 - Cosmoprof Worldwide Bologna**, the leading international hub for the latest trends in the beauty industry, will celebrate its 50th anniversary from **March 16th to 20th, 2017**: an important anniversary for a trade fair which is recognized worldwide as the not-to-be-missed event for companies, professionals and distributors of the beauty sector.

Over its long history Cosmoprof Worldwide Bologna has been playing the role of mediator between beauty companies and new markets, thanks to its international profile and its reliability.

To celebrate its 50<sup>th</sup> edition, Cosmoprof Worldwide Bologna presents a brand new project: **COSMOPRIME**, a special area in pavilion 19 which will be open to visitors from **March 16th to 19th, 2017**, together with Cosmopack – the international trade fair dedicated to the beauty supply chain.

**COSMOPRIME** is a preview to Cosmoprof Worldwide Bologna 2017, a new exhibition area dedicated to retail companies from the high-end mass market to prestige and niche perfumery, chosen through a careful scouting activity searching for new products that follow the new trends.



Buyers and distributors attending COSMOPRIME in pavilion 19 will have the chance to visit the **Extraordinary Gallery**, Cosmoprof exclusive area where all trends of the beauty universe are on show, with the most innovative companies and brands.

In the **Premium Perfumery** masstige exhibitors will be on stage.



As one of the main initiatives, the first edition of **Tones of Beauty**, a multicultural beauty showcase, will be held inside COSMOPRIME and it will take to Italy for the first time ever the brands of "Black & Brown" beauty products, involving all the sectors of the industry and continuing a project which began two years ago at Cosmoprof North America.



Another special area which will be presented for the first time at COSMOPRIME is **BeOrganic**, completely dedicated to companies producing organic beauty products. Professionals, buyers and distributors visiting the exhibition will have the chance to meet the companies with a certification of their organic products.

COSMOPRIME will host the only **International Buyer Lounge** of Cosmoprof Worldwide Bologna 2017, becoming a space with a strong "B2B mood". The International Buyer Lounge will welcome top buyers coming from all over the world, selected as part of the **International Buyer Program**, the consolidated initiative by Cosmoprof Worldwide Bologna involving exhibitors from both Cosmoprof and Cosmopack in specific meetings with highly specialized professional distributors and brands of the key markets for the cosmetic industry.



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Within COSMOPRIME a special area in collaboration with **Accademia del Profumo** will be set up, **The Perfume Factory**. The area - "powered by Cosmopack" - will take the visitor on a journey to discover the entire supply chain of a fragrance, from olfactory to maceration, from filtration to filling, packaging and cellophane wrapping. A fragrance will be produced in "limited edition" to celebrate the 50th edition of Cosmoprof Worldwide Bologna, thanks to the collaboration of the leading companies of this sector exhibiting in Cosmopack.



Not-to-be-missed the workshops and round tables with a focus on present and future of the beauty world. **CosmoTalks** will offer to professionals of the sector a profitable opportunity for highly qualified updates on the retail distribution and the market in general.

**COSMOPRIME** will be in conjunction with **Cosmopack**, the target event of the beauty supply chain, held from March 16th to 19th, 2017. This coexistence will allow professional visitors to spend one more day in scheduling B2B meetings and increasing their network. At the same time, business relationships between the beauty industry, exhibiting at Cosmopack, and companies of finished products attending Cosmoprime will be easier. This initiative confirms the role of Cosmoprof Worldwide Bologna as key business opportunity for both beauty companies and professionals.

The 2016 edition of Cosmoprof Worldwide Bologna has been characterized by record numbers, with more than **200,000 visitors**. **2,510 exhibitors** attended the show, **73% of them coming from abroad**, and **25 Country Pavilions** were present, confirming the international leadership of the exhibition.

Cosmoprof, organized by BolognaFiere Group, is present in Bologna, in Las Vegas with Cosmoprof North America and in Hong Kong with Cosmoprof Asia, and it involves a total of **6,400 exhibitors** and more than **350,000 visitors coming from more than 150 countries** in the world.

Cosmoprof Worldwide Bologna plays the role of mediator between beauty companies and new markets, thanks to its international profile. The event can rely on the collaboration of the **Italian Ministry of Economic Development** and **ITA – Italian Trade Agency** for all its promotional activities abroad. Cosmoprof can count as well on the partnership with **Cosmetica Italia**.

To download the list of companies exhibiting in Cosmoprime, please visit our website [www.cosmoprof.com](http://www.cosmoprof.com)

For information on the International Buyer Program:

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