



16TH EDITION
SEPTEMBER 2017
27TH - 29TH
BOGOTÁ - COLOMBIA
C O R F E R I A S
International Halls
Powered By COSMOPROF

Cosmoprof Worldwide Bologna strengthens its international presence with Belleza y Salud

The international network of Cosmoprof Worldwide Bologna is strengthening with **Belleza y Salud**, in **Bogotá from September 27 to 29, 2017**, thanks to the collaboration between **Bologna Fiere Cosmoprof**, as *international representative*, and **CORFERIAS – International Business and Exhibition Center of Bogotá**, partner of **ANDI – National Business Association of Colombia**.

Belleza y Salud represents all the segments of the beauty industry: perfumery and cosmetics, machinery, raw materials, packaging, contract manufacturing, aesthetics, haircare, nail, wellness and fitness. Thanks to the collaboration with Bologna Fiere Cosmoprof and to the results of 2016 edition, with an **exhibition area of 9.256 sqm**, **279 exhibiting** and **55.000 visitors**, the exhibition imposes itself as a not-to-be-missed event for companies which are looking for business opportunities in South America, for distributors, suppliers, import/export companies and beauty managers interested in trends and international news of the cosmetic industry.

ITA – Italian Trade Agency in cooperation with **Cosmetica Italia – The Personal Care Association** will take part to the exhibition organizing the Italian Country Pavilion and promoting the Italian leading companies which will attend the event.

The **International Hall - powered by Cosmoprof** will host the international companies which can take advantage from specific initiatives and an international communication plan to attract South-American distributors and retailers and make networking and business relationships easier.

Colombia is showing considerable economic growth rates. Thanks to its economic and political stability, to commercial agreements and partnerships with the other Latin American countries and to an export-oriented supply chain, Colombia is the second most important market in South America and Caribbean region, attracting and ensuring international investments. In particular, Bogotá imposes itself as the heart of business in South-American continent, not only thanks to its strategic geographic position but also to a population of 7.6 million, which makes it the 5th largest city in Latin America.

The beauty industry records important numbers within the general growth of the country, with an estimated value of 5 billion USD in 2017. Thanks to these results, Colombia is increasingly becoming a reference market for the cosmetic industry.



Cosmoprof Worldwide Bologna is the reference B2B exhibition for the beauty industry, and it celebrated in 2017 its 50th edition with record numbers: **more than 250.000 operators, with a 16% increase of international attendees, 2.677 exhibitors coming from 69 countries, and 29 Country Pavilions** took part to the exhibition, highlighting its worldwide leadership. The Cosmoprof network includes Bologna, Las Vegas with Cosmoprof North America and Hong Kong with Cosmoprof Asia, involving **6.400 exhibitors** overall and more than **350.000 visitors coming from 150 countries**.

For further information, www.cosmoprof.com

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