



COSMOPROF
WORLDWIDE BOLOGNA

15-18 MARZO 2018

COSMOPACK

COSMO PERFUMERY & COSMETICS

16-19 MARZO

COSMO HAIR & NAIL & BEAUTY SALON



THE NEW TAILOR-MADE FORMAT OF COSMOPROF WORLDWIDE BOLOGNA 2018

Specific areas for each sector
to facilitate business opportunities

Fulfilling the specific business needs of companies, buyers, distributors, retailers and professionals attending the fair with a tailor-made exhibition: this is the aim of the 2018 edition of **Cosmoprof Worldwide Bologna**, the reference event for the world of cosmetics organized by BolognaFiere Group.

With its 50 years of history, the format of the event is evolving: to both companies and visitors optimizing the time spent on the show floor, Cosmoprof Worldwide Bologna 2018 provides a diversification of the opening days for each sector.

From Thursday 15 to Sunday 18 March doors will open for professionals in the retail, perfumery and cosmetics sectors, green and natural and in the national pavilions of **COSMO | PERFUMERY & COSMETICS**, which will be held in conjunction with **Cosmopack**; the areas of interest for the professional channel of **COSMO | HAIR & NAIL & BEAUTY SALON** - hair, nail, beauty salon & spa - with the national pavilions of China and Taiwan maintain the usual opening dates **from Friday 16 to Monday 19 March**.

"The 51st edition of Cosmoprof opens its doors looking at the future - says **Gianpiero Calzolari, President of BolognaFiere** - not only for the expansion and architectural restyling of our Exhibition Center that will allow Cosmoprof and the other events of our group to take advantage of a net covered area of more than 140,000 square meters, but also because Cosmoprof will present in 2018 new important appointments for its international platform. After Cosmoprof Asia and Cosmoprof North America, we will inaugurate in Mumbai Cosmoprof India, in September; our commitment by trade shows in Iran and Colombia is confirmed as well. We will then be in Thailand, Vietnam, the Philippines and Malaysia, covering the Asian region in a capillary way. Our format, born in Bologna 50 years ago, is today a leading brand in the world for everything related to the business of cosmetics and beauty. A global market that BolognaFiere faces with its know-how, maintaining a high quality positioning and remaining a point of reference for professionals in this important sector".

"Cosmetica Italia, the trade association of the national cosmetic system, alongside its historic partner BolognaFiere, is working to make the 2018 edition of Cosmoprof Worldwide Bologna even more attractive and full of contents and opportunities. In a moment of rare alliances between Italian excellences - says **Fabio Rossello, President of Cosmetica Italia – Personal Care Association** - this collaboration allows to represent at best a thriving sector for the Italian economy. The solidity of our companies is expressed by the continuous growth of the national cosmetic sector, close to 11 billion euros. The national market contributed to the positive performance, recording a growth of over one percentage point; according to forecasts, it will continue to expand also during 2018. The most evident contribution is represented by export, however, which reached 4.7 billion in 2017, +9% on the previous year".

The customization of the event, being the consequence of the reorganization of the exhibition spaces and the restyling activities taking place at the Bologna exhibition center, takes shape in a new structure of the whole district area, with ad hoc initiatives for the various sectors, encouraging networking and the development of new business projects.

This new feature has been well-received by both exhibitors and visitors, as shown by the first facts and figures related to the event. There are **2,776 exhibitors coming from 70 countries** attending this edition, **+3% compared to 2017**; overall, **the event is predicted to grow by 7.5%**, confirming the role of Cosmoprof as the leading event in an international network that enhances worldwide the excellence of the sector, thanks to the support of the **Italian Ministry of Economic Development** and **ITA – Italian Trade Agency**, and to the collaboration with **Cosmetica Italia – the Personal Care Association**.

All sectors of the event are growing. Cosmopack records + 6%, with 464 exhibitors from 31 countries; the sector dedicated to Perfumery and Cosmetics grew by 5%. The development of the Green sector is remarkable: there are 130 companies showcasing this year. The areas dedicated to professional distribution channels also grew and the Cosmo | Hair & Nail & Beauty Salon area recorded a general growth of 8%.

There are **27 National Collective Groups from 24 countries**. From **March 15th to 18th March** the national pavilions of **Australia, Belgium, Brazil, Bulgaria, California, France, Germany, Greece, Holland, Hungary, Indonesia, Israel, Italy, Japan, Korea, Latvia, Poland, Spain, Turkey, United Kingdom, United States** and, for the first time, **Sweden** will exhibit. From **March 16th to 19th**, in conjunction with *Cosmo | Hair & Nail & Beauty Salon* dedicated to the professional world, **China and Taiwan** pavilions will be open to the public.

Great expectations also concerning visitors. Online sales have increased by 25% compared to 2017, with +34% of international sales.



INTERNATIONAL BUYER PROGRAM

Cosmoprof Worldwide Bologna is the ideal stage to increase your business: this is the characteristic that over the years has guaranteed the success of the event. A consolidated B2B tool for the Cosmoprof network, the **International Buyer Program** facilitates the meeting between supply and demand, maximizing the business opportunities of both exhibitors and buyers. Thanks to an innovative match-making program, cosmetic companies on the one hand and buyers and distributors on the other can identify in advance the most suitable contact according to their needs, and they can thus organize a more efficient presence at the fair, increasing the possibilities of establishing new and profitable projects. Top buyers, distributors and the most important international retail chains, selected as part of the program, will be hosted in Hall 19, at the *International Buyers Lounge*.

Inside the lounge, in the **RelaxZone**, a selection of exhibitors will offer to buyers, distributors, retailers and to the press a cosmetic treatment: an opportunity to introduce their products with a personal test, in the most informal, but at the same time more effective way.

COSMOPROF WORLDWIDE BOLOGNA - EDUCATIONAL PROGRAM 2018

Cosmoprof Worldwide Bologna is the ideal platform for insights on the issues of greatest impact for the cosmetics industry, with topics and specific formats for each sector, from the supply chain to the finished product.

To host the educational sessions of the 2018 edition, the core area of the exhibition center, the Service Center.

Topics of interest for the cosmetic industry, such as the latest trends, winning communication strategies, digital and new developments for the beauty universe will be the topics covered by the presentations of **CosmoTalks**, scheduled from March 15 to 17, curated by the most prestigious trend agencies, the most qualified trade magazines and international retailers.

Market analysis, peculiarities and specific features of each sector will be the theme of the **CosmoForum**, on Friday 16 and Saturday 17 March.

To close the educational program, the live demonstrations of **Cosmoprof OnStage**, dedicated to the world of professional aesthetics and nail, scheduled on Sunday 18 and Monday 19 March.

COSMOPROF AWARDS

Cosmoprof Worldwide Bologna is the most important hub in the world for trends and beauty news. To reward the most innovative products, **Cosmoprof Awards**, the initiative involving companies from all sectors of the event.

Cosmopack Awards, the evolution of "The Cosmopack Wall" award, aims at celebrating the projects and the most innovative products for the cosmetic supply chain of the future, rewarding the production excellence of Cosmopack.

Both initiatives are organized in partnership with the international trend agency **Beautystreams**.

ACCADEMIA DEL PROFUMO

Thanks to the collaboration between **Cosmoprof** and **Accademia del Profumo**, the initiative by Cosmetica Italia dedicated to the world of fragrances, the Service Center of BolognaFiere will host the excellence of luxury perfumery.

On the show floor, the finalist fragrances of the *Accademia del Profumo Award 2018* for the best perfume category of the year, both for men and women: Angelini Beauty, Bulgari Italy, Chanel, Collistar, Coty Italy, L'Oréal Italia Luxe, LVMH Italia, Puig Italia, Salvatore Ferragamo Parfums and Shiseido Group Italy, with videos that will involve visitors in a unique and exciting experience.

BOUTIQUE

The charity initiative of Cosmoprof Worldwide Bologna will be attended by **19 exhibiting companies**, who will provide their products at a symbolic price: 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), Wonderstripes (Germany).

The proceeds will be donated to the *Istituto Scientifico Romagnolo per lo Studio e la Cura dei Tumori – IRST* to support research against cancer.

PRESS VILLAGE

An area dedicated to the most important international trade magazines, available both to exhibiting companies seeking visibility for their product, and to professional operators interested in what's new for the beauty sector: this is the Press Village of Cosmoprof Worldwide Bologna, the representation of the link between communication and business.

For further information, www.cosmoprof.com