BOLOGNA, ITALY
FAIR DISTRICT

27 – 30 MAY 2021

COSMOPACK

COSMO PERFUMERY & COSMETICS

28 – 31 MAY 2021

COSMO HAIR&NAIL&
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

COSMOPROF WORLDWIDE BOLOGNA HELD FROM 27 TO 31 MAY 2021

December 2020 – The 53rd edition of **Cosmoprof Worldwide Bologna**, the international reference event for the cosmetics industry, will take place **from 27 to 31 May 2021**. From Thursday 27 to Sunday 30, **Cosmopack**, with all the supply chain components, and **Cosmo | Perfumery & Cosmetics**, dedicated to perfumery and body care proposals for the retail, prestige, and masstige channels, will open their doors. From Friday 28 to Monday 31, **Cosmo | Hair, Nail & Beauty Salon** will host companies and operators of finished products, equipment, furnishings, and services for the professional world of hair, nail, and beauty/spa.

The event, initially scheduled for March, has been postponed, welcoming the concerns of associations and professionals. "Given the unpredictable number of covid19 infections in recent months, and the consequent restrictive measures adopted not only in Italy, but all over the world, we have deemed it essential to have a new schedule, - declares **Gianpiero Calzolari, President of BolognaFiere**. - Participating in Cosmoprof involves a significant investment by our companies and operators, and we must work to ensure an event in line with the prestige that has accompanied our brand for more than 50 years. "

"In recent months, Cosmoprof has strengthened its role as a key business partner for the industry, continuing to offer solutions to cope with the current scenario. Our goal is to guarantee a performing and functional edition to our companies and the qualified operators who visit our event - underlines **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. – At now, the decision to reschedule the event in May seems to us the correct one for Cosmoprof to be held in the best possible conditions. Still, we are naturally aware that it is impossible to predict how the situation will evolve in the coming months. We must therefore be ready to reassess what to do if the conditions do not allow exhibitors and professionals to have a quality experience, in total serenity and safety".

The decision to postpone the event was taken in full agreement with **Cosmetica Italia**, Cosmoprof historical partner, as confirmed by its **President, Renato Ancorotti**. "Being the voice of a key sector for the country system is a pride and a responsibility, made even more complex by an emergency that does not spare the cosmetics industry. Our commitment, as well as of the approximately 600 companies represented by our association, is even more deep today, as we are conscious of how much personal hygiene and cosmetic products represent a fundamental asset against the pandemic. Our collaboration with Cosmoprof was once again decisive in identifying the best solution in order to plan a successful edition, while ensuring the safety of operators and visitors."

The last edition of Cosmoprof Worldwide Bologna brought 3,033 exhibitors from 70 countries and more than 260,000 visitors from 154 countries to Bologna. From Italy, the format was exported worldwide with the appointments of Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and Cosmoprof CBE Asean at the first edition in Thailand in 2021. Since the beginning of the pandemic outbreak, all shows have supported the global cosmetics industry, further increasing the Cosmoprof community, which today counts on over 600,000 operators and more than 10,000 companies worldwide.

For further information, please visit www.cosmoprof.com

IMAGE & COMMUNICATION
Paolo Landi
paolo.landi@cosmoprof.it
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE
Isabella Bonvicini
isabella.bonvicini@
bolognafiere.it
P +39 051 28 29 20
M +39 335 79 95 370

WWW.COSMOPROF.COM
Organized by
BolognaFiere
Cosmoprof S.p.a.

COMPANY OF
Bologna Fiere

IN PARTNERSHIP WITH
COSMETICA ITALIA
the personal care association

WITH THE SUPPORT OF
Ministry of Foreign Affairs
and International Cooperation

ITA
ITALIAN TRADE AGENCY