



COSMOPROF INDIA ANNOUNCES THE LAUNCH OF COSMOPACK INDIA, THE B2B EVENT FOR THE BEAUTY SUPPLY CHAIN

Mumbai, 14 March 2022 – **Cosmoprof India**, the ideal B2B event for the fast-growing beauty market in India, scheduled from **6 to 8 October 2022 in Mumbai**, presents a brand-new event **Cosmopack India**.

Organized by **Informa Markets in India** and **BolognaFiere Group** and co-located with Cosmoprof India, Cosmopack India is the B2B show for the beauty supply chain. The new show will host international and domestic companies from raw materials & lab, to private label and contract manufacturing, machinery and packaging.

Serving as the premier launching pad for new beauty brands, revolutionary technologies, and product innovations, cumulatively, the co-located exhibitions will represent India's most crucial networking opportunity dedicated to all sectors of the global beauty industry. The show will be held at **Jio World Convention Centre**, a stunning new landmark for India, in a prime location for business.

The conjunction between the two shows is a speciality of the Cosmoprof international format worldwide, from Bologna to Asia and North America exhibitions. Co-locating complimentary shows has always proved to be a successful strategy to congregate all stakeholders of the beauty industry under one roof. The Organizers of Cosmoprof India, BolognaFiere Group and Informa Markets agree that the co-location of Cosmoprof India and Cosmopack India will create profitable synergies, facilitating the connection between suppliers and brand companies, which can therefore look for new innovative products and solutions to develop their business further.

*“Introducing Cosmopack India for the 2022 edition is the best evolution for the Cosmoprof India brand, and it represents the growing prestige that it is gaining rapidly among local stakeholders”, said **Gianpiero Calzolari, President of***

BolognaFiere Group. *“The global format of the Cosmoprof events worldwide, with its crucial conjunction between Cosmoprof and Cosmopack shows, represents the most functional solution to gather under one roof all players of the Indian beauty industry and facilitate the development of new partnerships and commercial relationships. Cosmoprof and Cosmopack India 2022 will be the best event to attend for all stakeholders: from indie brands and new entrepreneurs looking for developing their products, to brand managers searching for new suppliers; from R&D managers who want to understand the evolution of the Indian industry, to trend scouts interested in new ideas and solutions.”*

Speaking on the announcement of Cosmopack India co-located with Cosmoprof India, Mr. Yogesh Mudras, Managing Director, Informa Markets in India said, “We are delighted to bring in the debut edition of Cosmopack India this year along with our celebrated beauty and cosmetics exhibition Cosmoprof India. While Cosmoprof India represents a new opportunity for brands of finished products, especially for Perfumery, Cosmetics & Toiletries, Beauty & Spa, Hair Care, Nail and Accessories, Cosmopack India will be fully dedicated to the entire supply chain of the cosmetics industry: Raw Materials & Lab, Contract and Private Label Manufacturing, Packaging, Machinery. With these shows together, a first in itself for the beauty market, Informa Markets in India along with the BolognaFiere Group aims to provide a comprehensive offering to the beauty, cosmetics, packaging and personal care industry this year.”

Indian cosmetic industry was rapidly growing before the pandemic, owing to rapid economic development and a rise in disposable income resulting in changing lifestyle patterns. Covid-19 further increased the attention on personal health and hygiene, thus leading to a more significant demand for beauty and personal care products. New consumers habits, e-commerce and digitalisation, and a radical change in the supply policy for international brands pushed local suppliers to invest in innovative formulations, creative packaging designs, technological production processes and industrial solutions, focusing on high-quality standards. The growing attention on sustainability is a key driver for innovation for the local industry, too. R&D specialists are working on new materials and ingredients to face the market request for more sustainable beauty proposals.

Cosmopack India will be the best showcase for suppliers and their latest proposals and launches to stakeholders and brands at Cosmoprof India.

For further information, www.cosmoprofindia.com

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