

BOLOGNA, ITALY
FAIR DISTRICT

28 APRIL – 1 MAY 2022

COSMOPACK

COSMO PERFUMERY &
COSMETICS

29 APRIL – 2 MAY 2022

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

THE 53rd EDITION OF
COSMOPROF WORLDWIDE
BOLOGNA HAS BEEN
POSTPONED

The event will be held from 28
April to 2 May 2022

January 2022 – The 53rd edition of **Cosmoprof Worldwide Bologna** has been rescheduled. The event will be held in **Bologna from 28 April to 2 May 2022**, to facilitate the in-person attendance of international operators.

“The 2022 edition of Cosmoprof Worldwide Bologna must be a real support to the cosmetic industry: it is our duty towards the more than 2,700 exhibiting companies confirmed to date, the institutions and associations that continue to make us feel their support, all buyers and distributors who follow our initiatives to develop their business. The decision to postpone the event further to April 28 - May 2, albeit painful, is the result of a responsible dialogue with our players, in order to facilitate the presence of international operators, who can therefore organize the visit to Bologna with greater ease and live their return to Cosmoprof with greater serenity”, explains **Gianpiero Calzolari, President of BolognaFiere**.

"These days, in our constant dialogue with the stakeholders of the cosmetic industry, a strong desire to participate in in-person events is emerging. By postponing the 2022 edition to 28 April - 2 May, we can help operators better organize their visit to the show, - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. “The premises for a high-quality edition are all present: more than 2,700 exhibitors have confirmed their attendance with enthusiasm, experts, trend agencies, and market analysts have been involved in a rich schedule full of contents and initiatives, and with the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and of **ITA – Italian Trade Agency**, as part of the Extraordinary Plan for the Promotion of Made in Italy, we are organizing a program of hospitality and specific services for top buyers and retailers. We want Cosmoprof Worldwide Bologna 2022 to be accessible to as many operators as possible: this is our contribution to the revitalization of the industry."

"The cosmetic industry keeps showing its resilience, facing changes without giving up the distinctive features of its products, which are highly regarded abroad for their quality and for combining innovation with creativity, a typical feature of the Italian know-how. This is an approach that the cosmetic sector has always used - says **Renato Ancorotti, President of Cosmetica Italia - Italian personal care association** - and it still does, while facing a new reorganization in response to the postponement of the 53rd edition of Cosmoprof Worldwide Bologna. Flexibility in production, investments in research, long-term vision, timely response to the changes in purchasing attitudes, new procurement methods are just some of the initiatives implemented by our companies to cope with the global constraints imposed by the pandemic. These are also the reasons why the entire national cosmetic sector will be ready, alongside the longstanding partner BolognaFiere, to create an unforgettable in-person return to the leading event in the world for the beauty industry".

To check the safety measures taken by the Organizers, please visit the website www.cosmoprof.com

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