

## OVER 4,300 PROFESSIONALS ATTENDED COSMOPROF INDIA 2021

Mumbai, December 23, 2021 – After almost two years, the Indian beauty industry could gather again and re-establish business relationships. The second edition of **Cosmoprof India, held on December 16<sup>th</sup> and 17<sup>th</sup> at the Hotel Sahara Star in Mumbai**, closed with excellent results: more than 4,300 participants could discover new products, services and networking with 100 exhibiting companies during a 2-day show.

All exhibitors and visitors expressed great satisfaction at the show and were happy to finally get back to a physical event, with the protocols of organised gatherings being more relaxed over the last few months. Thanks to the attention paid by the organizers on safety measures, the exhibition **hosted 252 local and international qualified buyers**. *Cosmoprof My Match*, the match-making software property of the Cosmoprof international network, enabled them to get in touch with new partners, test new launches, discuss about new partnerships, share suggestions, and find the best tailor-made solutions to develop their business.

Cosmoprof India brought together companies from the beauty industry supply chain & ingredients, manufacturers, brands, buyers, and media to discover how the domestic industry is adapting to the most innovative digital tools, current distribution channels and new consumers habits in the pandemic era. Experts and analysts could share their expertise and opinions during CosmoTalks. The **6 sessions** were attended by **over 600 operators** where they were offered an exclusive overview of new trends and post-crisis strategies. Cosmo Onstage gathered over 400 professionals to discover the latest treatments and new products launches through live demonstrations presented by exhibiting companies.

New products, innovations, trends, and the most significant initiatives of the event were shared by the three **Official Bloggers** of Cosmoprof India 2021: **Mrunal Panchal - @mrunu; Nikita Dhongdi - @nikitadhongdi and Ruchita Ghag - @ruchita.ghag**. Thanks to their engagement, their followers could feel the pulse of being a part of the international Cosmoprof community.

Cosmoprof India 2021 reiterated the key role of physical trade shows in the development strategies of brands and companies. **Informa Markets** and **BolognaFiere Group**, the organizers of the event, are grateful to companies and operators who reposed their trust in the exhibition and are looking forward to welcoming Indian stakeholders once again to the next edition of the Cosmoprof India show from **6<sup>th</sup> to 8<sup>th</sup> October 2022**.

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Demographic growth, ever-improving living conditions, and the development of the manufacturing and digital sectors have given a boost to the Indian economy over the last few years. While the outbreak of COVID-19 and its consequences deeply impacted the nation, the revenue growth in the beauty sector in 2022 is anticipated to increase by +2.8%. Cosmoprof India aims to enable an outstanding business experience and facilitate business opportunities for stakeholders. The exhibition represents the fourth destination of the Cosmoprof network with shows in Bologna, Las Vegas, Hong Kong and Bangkok, which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world.

### **About BolognaFiere Group ([www.bolognafiere.it](http://www.bolognafiere.it))**

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art and culture, and boasts one of the most advanced exhibition centres in the world. BolognaFiere Group manages three exhibition centres (Bologna, Modena, and Ferrara) with an exhibition portfolio of over 80 events in Italy and abroad. BolognaFiere Group consists



of several companies that offer an extensive range of event services and provide companies with all of the specialised services and promotional activities needed to successfully participate in its exhibitions.

#### **About BolognaFiere Cosmoprof ([www.cosmoprof.com](http://www.cosmoprof.com))**

BolognaFiere Cosmoprof is the group organizing Cosmoprof Worldwide Bologna, as part of BolognaFiere Group. Cosmoprof Worldwide Bologna is the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia). Recently the fifth exhibition of the network has been announced: Cosmoprof CBE ASEAN, in Thailand, will focus on the cosmetic industry in South-East Asia. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with Beauty Fair -Feira Internacional De Beleza Profissional, and in Asia.

#### **About Informa Markets**

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com)

#### **About Informa Markets and our business in India**

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – [www.informamarkets.com/en/regions/asia/India.html](http://www.informamarkets.com/en/regions/asia/India.html)

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