

COSMOPROF INDIA TO BE HELD AT THE HOTEL SAHARA STAR IN MUMBAI ON DECEMBER 16-17, 2021

October 21, 2021, Mumbai: **Cosmoprof India**, the event organized by BolognaFiere and Informa Markets and dedicated to the beauty and cosmetics market, will be held on **December 16-17, 2021**, at the **Hotel Sahara Star in Mumbai**. The exhibition will welcome the key players of the cosmetic industry in India. The government recently announced the gradual reopening of national borders to travellers from abroad: this decision will allow buyers, distributors, and R&D managers to visit the show, discovering the impact of the pandemic on local market.

“We are monitoring the evolution of Covid19 in India and the re-opening of the economy, in order to organize an event which will follow all local safety regulations. The exhibition will be the first occasion for brands, buyers, retailers, and wholesalers in the beauty and cosmetics industry to meet again after a long time of travel restrictions and social distancing, and to discover how the domestic industry is reacting to new digital tools, revised distribution channels, and new consumers habits”, - **said Mr. Gianpiero Calzolari, President of BolognaFiere.**

Mr. Yogesh Mudras, Managing Director, Informa Markets in India said, “While the COVID-19 situation had presented a constantly challenging environment for exhibitions organisers and the beauty and cosmetic industry across the globe, the green offshoots of resurgence and re-start is being optimistically yet cautiously being witnessed in India. Scheduling Cosmoprof India at the Hotel Sahara Star in Mumbai in December will allow enough time for normality and confidence to return to the marketplace. It will enable us to offer efficient, impressive, and state-of-the-art solutions for our stakeholder’s evolving requirements. The increased penetration of vaccines has led to a reduction of travel restrictions, providing better and safe conditions for exhibitors and visitors to participate. We look forward to offering an outstanding business experience that our stakeholders have always expected from the much reputed and celebrated Cosmoprof India.”

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%. Considering the current circumstances and the opportunities for a turnaround, Cosmoprof India will keep a steady eye on the evolution of the local market, presenting international stakeholders with innovative Indian trends and proposals.

About BolognaFiere Group (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)

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

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

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