

COSMOPROF INDIA TORNA NEL 2021 CON UNA NUOVA CAMPAGNA PUBBLICITARIA

Dicembre 2020 - Cosmoprof India, la manifestazione del network internazionale Cosmoprof dedicata al mercato cosmetico della penisola indiana, tornerà ad accogliere aziende ed operatori nel 2021 a Mumbai, presso il **Bombay Convention and Exhibition Centre**.

Sin dal primo evento di lancio nel 2018, Cosmoprof India, organizzato da **Informa Markets India** e dal gruppo **BolognaFiere**, si è subito imposto come appuntamento di riferimento per gli stakeholder. L'edizione 2019 ha coinvolto 237 espositori da 23 paesi e 7.429 operatori provenienti da 48 paesi.

Cosmoprof India offre opportunità di business sia per aziende e operatori internazionali, sia per i player locali. L'India è sicuramente un bacino interessante di consumo di prodotti cosmetici: secondo le più recenti analisi di *Euromonitor International*, ente di riferimento per gli studi sugli andamenti dei mercati internazionali, il paese è in costante crescita, e le ultime stime, riviste in seguito all'emergenza sanitaria degli ultimi mesi, confermano una crescita del comparto beauty del 6,8% nel periodo 2019 – 2024.

La necessità di riorganizzare la filiera produttiva per limitare gli effetti delle limitazioni di trasporto e spostamento merci tra paesi e la crescente attenzione della popolazione alla cura e all'igiene del corpo hanno inoltre ulteriormente aiutato lo sviluppo dell'industria locale, con un fiorente sviluppo di produttori e di brand *made in India*, premiati per la loro capacità di rispondere alle necessità del consumatore con soluzioni adeguate allo stile di vita e alla cultura nazionale.

L'edizione che si svolgerà nel 2021 sarà quindi un momento chiave per valutare le opportunità di sviluppo in uno dei mercati più promettenti a livello globale per il mercato cosmetico. La manifestazione si vestirà della nuova campagna pubblicitaria Cosmoprof 2021, traendo vantaggio dalla promozione del network nell'arco dei prossimi mesi.

Per informazioni, <https://cosmoprofindia.com/>

About BolognaFiere Group (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser 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 its 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

MEDIA CONTACT

ASIA: Informa Markets India Pvt. Ltd

WORLDWIDE: BolognaFiere Cosmoprof Spa



informamarkets

Ms. Roshni Mitra

P: +91.7506183888

roshni.mitra@informa.com

Ms. Mili Lalwani

P: +91.9833279461

mili.lalwani@informa.com

Mr. Paolo Landi

P: +39.02.45.47.08.320

paolo.landi@cosmoprof.it

Ms. Arianna Rizzi

P: +39.02.45.47.08.253

arianna.rizzi@cosmoprof.it

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