

BOLOGNA, ITALY
FAIR DISTRICT

10 - 13 MARCH 2022

COSMOPACK

COSMO PERFUMERY &
COSMETICS

11 - 14 MARCH 2022

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF
WORLDWIDE BOLOGNA

THE EVOLUTION OF THE BEAUTY
INDUSTRY AT COSMOPROF
WORLDWIDE BOLOGNA 2022
Brands and stakeholders will meet
in Bologna for a high-quality and
safe business experience

December 2021 – **Cosmoprof Worldwide Bologna** is preparing for a grand style comeback, thanks to the enthusiasm of a community that continues to grow worldwide. From 10 to 14 March 2022, the reference event for the global cosmetics industry will bring together the leading players in the sector in Bologna to find out how the industry is evolving in light of the new consumption habits and trends.

Over 2,700 confirmed companies from 69 countries will exhibit, 75% of which come from abroad. BolognaFiere Cosmoprof continues to monitor the progress of the pandemic globally to adapt its security measures accordingly and welcome exhibitors and professionals. "The success of important international events in the second half of 2021 has shown that BolognaFiere can offer a safe and performing business experience, thanks to its organizational skills, its compliance with the regulations, and its capacity to adapt to any new directives. In March, we will therefore be ready to welcome the international community of Cosmoprof Worldwide Bologna. Operators and entrepreneurs will be able to meet again, share projects, and build new synergies to face the next challenges for the sector. The organizational aspects, also in terms of security, will be supervised by our structure to allow the business community to be able to concentrate exclusively on commercial relations", said **Gianpiero Calzolari, President of BolognaFiere**.

"The 53rd edition of Cosmoprof Worldwide Bologna will be a moment of restart for the sector: more than 2,700 companies are confirming their presence with enthusiasm, **26 country pavilions** will show the many facets of a universal language such as cosmetics. The 2022 edition will be very similar to the 2019 event, net of some defections from areas where restrictive measures are still in force, such as China and Taiwan. However, there will still be representation at the fair from these regions, thanks to international staff's involvement or a recognized green pass. Some sectors are growing significantly, such as Cosmopack, which recorded an increase of 7.5% compared to 2019", said **Enrico Zannini, General Manager of BolognaFiere Cosmoprof S.p.A.**

The number of companies that have approached the Cosmoprof network only in recent months, on the occasion of the platform's digital events, is also growing - to date, 33% of the total. After appreciating the quality of the business tools offered, they are the most enthusiastic players. They are waiting for the event in attendance and are ready to take advantage of its global visibility and prestige.

There are also many initiatives planned to encourage the participation of buyers, distributors, retailers, and operators from the main markets. "Our goal is to offer our exhibitors a specific audience fitting their business needs", continues Zannini. Thanks to the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and of **ITA - Italian Trade Agency**, within the plan for the promotion of Made in Italy, we are organizing hospitality programs targeted at top buyers and retailers. We are collaborating with international trend and research agencies and media partners to enrich the schedule of our initiatives. Next March, Cosmoprof will therefore be different from the past, but equally exceptional, rich in valuable content and ideas for relaunching the sector", concludes Zannini.

"The cosmetics sector - comments **Renato Ancorotti, President of Cosmetica Italia, personal care association** - is already in a phase of full recovery. The forecasts on the industry announce a recovery of the pre-pandemic values in 2022 and further growth in 2023. Already this year, the year-end estimates see a plus sign for all sales channels and turnover in the sector close to 11.7 billion euros, an increase of 10.4 percentage points compared to the end of 2020. The critical elements of the restart are certainly exports, which have also returned to growth with + 14%. The success of our companies on foreign markets is closely linked to major international trade fairs, of which Cosmoprof Worldwide Bologna is the undisputed

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leader. A significant return to Bologna next March will be the first essential step to reconfirm the position of the cosmetics industry among the excellence of Made in Italy recognized throughout the world".

Cosmoprof Worldwide Bologna 2022 will propose specific visits by sector and distribution channel so that the operators can better organize their stay. The pavilions dedicated to the **Cosmopack** supply chain and the retail and perfumery sector of **Cosmo | Perfumery and Cosmetics** will be inaugurated from Thursday to Sunday. The Bologna exhibition centre will welcome professional operators with **Cosmo | Hair & Nail & Beauty Salon** from Friday to Monday.

2022 SPECIAL INITIATIVES

To complete a quality exhibition offer, Cosmoprof Worldwide Bologna will present valuable content collaborating with trend agencies and consumer behavior analysts. From Thursday to Saturday, operators and professionals will have access to **CosmoTalks**, an exclusive and current content program. Once again, Cosmoprof Worldwide Bologna will be the ideal observatory for learning about the situation in the beauty market and predicting its evolution.

The usual appointment with **CosmoTrends** is back, the report edited by BEAUTYSTREAMS. Starting from the driving trends that are transforming our daily lives, the experts of BEAUTYSTREAMS will analyze the proposals of the Cosmoprof exhibitors, highlighting which are the most impacting issues to date and what will be the developments in the coming months. The report will be a handy tool for the press, buyers, trend scouts, and influencers to organize their visit to the event by looking for the most innovative proposals.

The BEAUTYSTREAMS agency will also be the curator of the **Cosmoprof & Cosmopack Awards** project, which will award the most innovative proposals, the best performing services, and the beauty products with the most significant impact on consumers. The Cosmoprof & Cosmopack Awards are a highly sought-after recognition in the field that involves all sectors of the cosmetics industry. The Cosmoprof Awards will award the best proposals for the finished product; the innovations of the production chain will be the protagonists of the Cosmopack Awards.

The eighth edition of **CosmoFactory**, the initiative born within Cosmopack, will develop the concept of diversity, characterizing the evolution of our multi-ethnic and multicultural society. The protagonist of the 2022 initiative is **"Six4all"** - a foundation that combines a neutral base with six shades of colors. A skillful mix allows you to create a specific product for each skin type. The **centdegrés** design agency will curate the installation. A unique example of a fully functional production chain recreated within an exhibition space, the Factory is a hymn to know-how and the technological revolution. To date, the confirmed partners are **Pink Frogs Cosmetics** for the formula of the base, **Marchesini Group Beauty** for the machinery, **PennelliFaro** providing a brush designed specifically for the drafting of the product, **Scandolara** for the primary packaging, an exclusive aluminium tube, and **Gatto Astucci** for secondary packaging - a clutch designed to highlight the quality of the product. The project will involve other essential players in the sector, who will confirm their participation in the coming weeks.

For any further updates, please visit www.cosmoprof.com