

BOLOGNA, ITALY  
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

**COSMOPROF WORLDWIDE  
BOLOGNA IS BACK FOR THE  
2023 EDITION.  
OVER 2,900 COMPANIES  
FROM 64 COUNTRIES WILL  
ATTEND**

February 14, 2023 – The 54th edition of **Cosmoprof Worldwide Bologna** is back with growing numbers. The leading b2b event for the beauty industry will be held **from 16th to 20th March 2023 in Bologna**. The show will gather under one roof over **2.900 companies (+11% compared to 2022) from 64 countries**. 60% of exhibitors are coming from Europe, the remaining 40% from outside Europe. **Pre-registered visitors to the event up to now are coming from 116 countries and regions. 29 country pavilions** will attend with small and medium companies from **Argentina, Australia, Belgium, Brazil, California, China, Czech Republic, Ecuador, France, Germany, Greece, India, Indonesia, Ireland, Japan, Latvia, Poland, Romania, South Korea, Spain, Sweden, Taiwan, Turkey, UK, Ukraine, and USA**. Argentina, Australia, India, and Romania are new participants compared to 2022, and Ireland will attend the exhibition with its National Agency.

The decisive factors of the growing numbers recorded in the March edition are the return of companies from China and Taiwan, that previously were unable to exit their respective countries, and the constant renewal of the exhibition space, representing the vitality of the sector. Cosmoprof Worldwide Bologna will attract **buyers from 50 countries** thanks to the support of ITA, Italian Trade Agency, and its offices that operate in the referent markets for the cosmetic industry. Delegations of buyers, retailers, and distributors from the most strategic markets, such as North America, Europe, Middle East, Asia, and Oceania will meet Cosmoprof 2023 exhibitors to discover new proposal and industrial solutions. The interaction with the Health & Beauty network, part of BolognaFiere Cosmoprof, will bring to Bologna a delegation of top buyers representing the European professional distribution channel.

To meet business habits and needs of international stakeholders opening dates of each salon have been revised. **Cosmopack**, the area dedicated to the companies of the supply chain, and **Cosmo Perfumery & Cosmetics**, with the players of the retail channel and of prestige e mass market, will open **from Thursday to Saturday**, since foreigner operators prefer to concentrate business meetings in the working days. **Cosmo Hair, Nail & Beauty Salon**, the salon dedicated to the professional channel, will maintain the traditional 4-day opening, **from Friday to Monday**, in order to welcome the operators when salons and beauty salons are closed.

To facilitate the networking and the commercial relationships the **Cosmoprof My Match** digital platform will be renewed. The exclusive Cosmoprof software is a very appreciated match-making service by professionals, and it allows stakeholders to organize their stay at the event, with the possibility to select brands and suppliers that will best fit their commercial activity, and to previously organize their agenda of meetings.

“After an extremely positive 2022, the data of Cosmoprof Worldwide Bologna 2023 demonstrates the high-quality work carried out in the latest years, - **says Gianpiero Calzolari, President of BolognaFiere** - Cosmoprof is an unrivalled showcase for the players all over the world thanks to the excellence of its exhibition offer and to its ability to adapt itself to business habits that are constantly evolving.”

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“From Bologna the event continues to explore new markets and to optimize its presence in already consolidated areas, as it is proven by the recent announcement of the Miami event, thanks to the synergies with international leading partners, as well as to the support of the Italian **Minister of Foreign Affairs and International Cooperation** and of **ITA, Italian Trade Agency**, and to the collaboration with **Cosmetica Italia – professional beauty association**,” highlights Mr. Calzolari. “We are therefore ready to live with enthusiasm the next opportunities and the projects that we will face in the next months”.

“In the current international context, which combines encouraging elements with new production and commercial challenges, MAECI and ITA continue supporting Cosmoprof Worldwide Bologna, - says **Maurizio Forte, Director of the Made in Italy Promotion of Italian Trade Agency**. “The main objective of ITA's support for the Italian trade fair system, which absorbs about a third of the entire annual promotional investment, is the constant strengthening of the international leadership of our exhibitions. Cosmoprof is an unmissable appointment for companies in the sector and an undisputed international reference for commercial relations and new trends in the sector. The Agency's collaboration with BolognaFiere Cosmoprof and Cosmetica Italia, in addition to enhancing the global role of Cosmoprof, aims as well to consolidate relations between Italian companies and foreign operators, thanks to the invitation of 140 specialized buyers from around 50 countries. 15 countries have been involved in carrying out a promotional communication campaign, too. A great job, for which I thank our partners, aiming at presenting Italy as a cradle of innovation for beauty and well-being, but also, and above all, as an industrial system of absolute excellence”.

“Resilient and anti-cyclical are two adjectives that have often been used to describe the cosmetics sector and that outline a sector which is continuously facing economic and geopolitical dynamics and new challenges” – comments **Benedetto Lavino, President of Cosmetica Italia, Professional Beauty Association**. “This is confirmed by the preliminary data for 2022 which see the total turnover of the cosmetics sector in Italy exceed 13 billion euros; a value which, according to estimates for 2023, will exceed 14 billion with a surplus of over 2 billion compared to pre-Covid values. The historic partnership between Cosmetica Italia and BolognaFiere Cosmoprof allows us to tell the value of our companies all over the world thanks to a reference format for cosmetics. Bologna confirms itself as an essential stop for all operators in the sector, as well as an opportunity to draw the attention of the institutions to the exceptional nature of our sector, which is always creating value for the entire country”.

### FACTS & FIGURES 2023

All sectors of Cosmoprof Worldwide Bologna register a strong recovery. The International prestige of **COSMOPACK** keeps growing. The salon is the only example of a fair that presents the entire cosmetic supply chain, from formulation to packaging, from machinery to automation solutions for the industries, from contract manufacturing to private label. Cosmopack will gather the 17% of all Cosmoprof exhibitors, representing 38 countries, with a **growth rate up to 16%** when compared to 2022. The salon is widely recognized as the cradle of the new trends and it attracts every year brand owners and managers of the main multinational and beauty brands from all over the world, interested to enrich their offer with new innovative products.

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New for 2023 edition, the **Ingredients Zone** is a new exhibition area in Hall 20 dedicated to producers and distributors of raw materials, active principles and functional ingredients, essential oils, fragrances, and formulation services. These players already attended the fair as visitors, but from this year they will benefit of a higher visibility to optimize the relationships with the worldwide leading contractors that are exhibiting at Cosmopack. From the *Ingredients Zone* the ingredient sector will also develop in other Cosmopack halls, creating a path covering new launches in ingredients and fragrances.

Raw materials and ingredients will be one of the main protagonists of the **Cosmopack Factory**, which for the 2023 edition will focus on the potentiality related to track&trace technologies. The installation, curated by **Studio Sara Ricciardi**, will accompany the visitors in a tailor-made journey to the discovery of a whole product life cycle, from the choice and supply processes of raw materials to the distribution control and the consumer experience, analyzing how the virtuous connections of the supply chain can be the elements assuring quality, authenticity, and safety of cosmetics. The technical partners of the initiative will be **Antares Vision Group**, **Induplast Packaging Group** and **N&B – Natural is Better**.

**COSMO PERFUMERY & COSMETICS** will host the new proposals and main curiosities of the prestige and premium perfumery and of the green and natural collections for the retail. The salon hosts 45% of all Cosmoprof exhibitors (+8% compared to 2022), coming from 52 countries and presenting the most suitable solutions for the multichannel evolution of retail and new purchasing habits. The conjunction with Cosmopack and the growing attendance of specialists in raw materials will be a fundamental element to facilitate the interactions between manufacturers and brands. Indie brands will be the protagonists of the Extraordinary Gallery in Hall 14. More than 50 companies of small and medium dimension will bring to the event their eclectic and unique approach to beauty, which is perfectly fitting the new needs of younger generations. A delegation of Indie brands from France will also participate.

The **Beauty Tech area** in hall 22 winks at young generations, too. Innovation, 3D/AI/AR/VR solutions and revolutionary apps will be the common thread of the area. The most interesting players in the tech sector will present services and tools which attract consumers that are more prone to lean into the new digital potentiality. Companies from 6 different countries will participate: Croatia, India, Korea, Slovakia, Taiwan, and Turkey.

The attendance of the main leaders for the professional channel at Cosmoprof 2023 is the best image of the recovery of the professional beauty salon, hair and nail sector, exhibiting from Friday to Monday at **COSMO HAIR, NAIL & BEAUTY SALON**. The halls will host 38% of all Cosmoprof exhibitors (+23% compared to 2022) with representatives from 48 countries. Events, insights, and dedicated initiatives will enrich the visit of distributors, salon owners and operators, which in Bologna will find new suggestions to adapt at the new consumers' needs.

"Up to now the results foreshadow a successful edition" declares **Enrico Zannini, General Director of BolognaFiere Cosmoprof** "Today attendees are pre-registering from 116 countries in the world. We are recording better results than 2019 edition, the last one before the pandemic, and registrations from outside Italy are growing significantly. Compared to 2022 our digital community is much more committed, both on social media and on our website, with a growth up to 15% of engagement rate. These references confirm the recovery of both the fair sector and beauty. We are ready to host our beauty community in Bologna, to feel again the buzz, the creativity, and the optimism of our industry." For further information, please visit our website [www.cosmoprof.com](http://www.cosmoprof.com)