

BOLOGNA, ITALY  
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

## EVENTS, INSIGHTS, AND SPECIAL INITIATIVES OF COSMOPROF WORLDWIDE BOLOGNA 2023

February 14, 2023 – Cosmoprof is not only an exposition area, it comprises also a rich calendar full of insights and updates with international experts and worldwide prestige partners. This is a unique mix that differentiates the Cosmoprof format from its competitors and that determines its success. The 2023 edition of **Cosmoprof Worldwide Bologna** will host in Bologna market agencies and trend analysts, key industry players and renowned trainers to tell the state of art of the beauty sector and its future evolution.

### COSMOTALKS

At the Service Centre, the core of the event, from Thursday, March 16, to Saturday, March 18, there will be the **CosmoTalks** sessions, featuring the most actual topics for the cosmetics industry.

There will be 12 roundtables with speakers from all over the world, who will be ready to share experiences, forecasts and analysis with companies, buyers, retailers and distributors attending Cosmoprof Worldwide Bologna. CosmoTalks has always been a moment of b2b sharing, and it offers inspirations and new hints to analyze the present and build the future.

For the next edition the key themes will be the impact of technology on consumers' habits, sustainability in supply process for raw materials, the recycle of cosmetic packaging, the "blue biotech" approach linking ocean conservation to scientific innovation, new ways of communication between companies and consumers, and the role of beauty as a psychological element. Market analysis will be part of the schedule, with a particular focus on the Middle East and insights on macro-tendencies on the future and on current market trends. The partner for the 2023 edition will be **BEAUTYSTREAMS, ECOVIA INTELLIGENCE, EUROMONITOR INTERNATIONAL, FASHION SNOOPS, KANTAR, NELLY RODI, QUANTIS FRANCE**. To moderate the sessions, international newspapers and online magazines such as **WIRED ITALY, COSMETICS DESIGN, RE-SOURCES.CO** and **THE WOM**.

The first date on the calendar will be **COSMOPROF OVERVIEW**, scheduled on Thursday, March 16, with a general presentation of Cosmoprof Worldwide Bologna 2023: a moment to review the projects and initiatives not to be missed, dedicated to companies, operators, and international press.

### THE EVENTS FOR THE PERFUMERY SECTOR

Since few editions the perfumery sector is at the core of dedicated initiatives aimed to facilitate the dialogue between supply and demand and to support a department particularly transformed by the changes implemented in the past few years, specifically by the new development in the e-commerce area and retail.

For the edition 2023 the collaboration with **Fenapro, association of Italian perfumery stores**, and with **FEDP – European Federation of Retail Perfumers association** will be renewed. The association that conglomerates the different national federations will meet in Bologna for their annual summit.

Cosmoprof will host the award ceremony of the **Awards of Italian Perfumery**, organized by FENAPRO in collaboration with IMAGINE magazine to celebrate the brands representing the evolution in the channel. The ceremony will take place on Thursday, March 16, in the Buyer Lounge in Hall 14.

Cosmoprof will also host the awards ceremony of the **Imagine Perfumers Award**, organized by FENAPRO and IMAGINE trade magazine to celebrate the most iconic brands and products. The initiative aims to relaunch the perfumer's role as mediator between product and consumer. A selection

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of Italian perfumers and beauty coaches will choose the best products based on their retail experience with customers. The winners will be unveiled on Thursday, March 16, in the Buyer Lounge in Hall 14.

On Saturday, March 18, the Buyer Lounge will host the **B2B Beauty2 Business Awards 2023**, organized by the Italian editor Edizioni Turbo by Tespi Mediagroup and assigned by mass market operators to the companies that stood out in the creation and realization of the most creative marketing and communication activities in 2023. In the same day there will be *company pitches*, with companies presenting their collections to buyers specialized in perfumery and toiletries.

#### INSIGHTS FOR THE COSMETIC SECTOR: COSMO ONSTAGE AND WORLD MESSAGE MEETING

For the salon owners and estheticians Cosmoprof Worldwide Bologna is an opportunity for updating and training thanks to the presence of the most prestigious experts. Trends, product news and the new ways of interaction among brands, professionals and consumers will be only few of the themes presented on **Cosmo Onstage**, scheduled Sunday and Monday at the Service Center. **Meet the Guru** will host the most prominent personalities within the beauty salon and spa segment, to talk about technologies and new machinery, skincare, make-up, dermo-pigmentation, and professional growth. Within the experts invited on stage there will be Bernardo Franco Cerisola, President of FAPIB, Gisberto Caccia, cosmetologist and chemical-pharmaceutical professional, Livio Sgarbi, Trainer and Mental Coach, Michele Magnani, Global Senior Artist of M.A.C Cosmetics, Tiziana Libardo, Head of Make-up and hairdressing at Teatro alla Scala, Claudia Magnani, Chairwoman of ATEC and Brigida Stomaci, specialist in permanent make-up.

**World Massage Meeting** is coming back this year at Cosmoprof. After the very positive feedback registered in 2022 during the first edition, the event will offer high professional training focused on innovation, changes, and propensity for excellence, with 4-day meetings dedicated to beauty salon professionals, masseurs, holistic operators and salons owners. The event will lead attendees in an ideal journey from the ancient traditional techniques to the most innovative ones. Two exclusive storytellers, Manuela Ravasio, and Ivan Conversano, will analyse the following themes: *body and Soul; Energy and Cultural Evolution; Beauty Philosophy; New Generations*. World Massage Meeting is organized in partnership with **CIDESCO**, **EMA – European Massage Association**, and **Metodo Integro®**.

#### THE EVENTS FOR THE HAIR SECTOR

ON HAIR BY COSMOPROF will be back on Sunday and Monday at the On Hair Arena, inside Hall 37. Trends about colours, cut and hairstyle will be the absolute protagonists of the catwalk, enriched by over 200 luminaires and by a new generation led wall. Among the attending teams, Alfaparf, Extrema Hair, Attilio Artistic Team, Now Progressional Team, Brelil, Farmagan, Revlon Professionals, Schwarzkopf Professional, Urban, My.Team Academy x My.Organics, Gea Academy x Shot, ShowPony and Argis Distribution, Fashion Mix & Xenon Group, American Crew, Acconciature Michele Rinaldi, L3VEL, Uppercut Deluxe.

Among the initiatives of Cosmoprof 2023 dedicated to the hair sector, the **ITALIAN HAIRDRESSER AWARD**, now in its 5th edition. The contest celebrates the excellence of Made in Italy promoting the creativity and the skills of the most talented Italian hairdressers. Applications can be submitted until February 17th. The winners, selected by a Jury made by the trade publications **BARBER EVO**, **ESTETICA**, **GLOBELIFE**, **YOU.COM** and other relevant experts within the sector, will be announced on Monday, March 20, on the On Hair stage.

On Sunday, March 19, **HAIRitag**, within the program of **COSMO ONSTAGE** will turn the spotlight on the hair world: the sector gurus will reveal how the Hair Salon of the future will be, through case history of an extremely innovative salon. On Monday, March 20, the young talents of **Hair Ring Selected** will be on the stage in

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collaboration with Camera Italiana dell'Acconciatura and Next Fashion School.

Cosmoprof Worldwide Bologna is turning the spotlight also on man's grooming and barbers with a dedicated event, **Hub45**. The area, placed in the 37<sup>th</sup> hall, will host **10 specialized companies**. A unique opportunity to discover **the latest trends of the grooming market** and gather professionals and operators for **exchange, discussion and growth**.

### COSMOFORUM

Cosmoprof Worldwide Bologna offers a calendar full of insights dedicated to specific sectors, to provide helpful updates to stakeholders. The CosmoForum sessions will be hosted inside the two buyer lounges placed in Halls 14 and 36. On Friday, March 17, inside the Buyer Lounge in Hall 14, a panel discussion organized by the magazine IMAGINE will be dedicated to the business implementation for the Italian perfumery department.

The nail sector will be subject of specific analysis, on Saturday, Sunday, and Monday, with dedicated presentations taking place in the Buyer Lounge in Hall 36. On Saturday, March 18, the international trend agency BEAUTYSTREAMS will present the nail trends and colours for 2023. On Sunday, March 19, Chiara Tentori, representative of the US magazine NAILPRO, will introduce a live demonstration performed by Francesca Ciaponi, who won many international nail competitions organized by NAILPRO. On Monday, March 20, the main theme will be the training for nail technicians. The panel will be organized in collaboration with the Italian trade magazine UNGHIE E BELLEZZA.

Within the World Massage Meeting, in The Mall, a program of insights will offer a focus on the professional markets in Slovenia, Poland and Hungary. In these countries, the beauty sector is growing rapidly, with very high per capita spending volumes, well-established entrepreneurial realities, and new players taking the stage, offering more and more opportunities for international distributors. The presentations are organized in collaboration with ITA Agency in Ljubljana and HEALTH AND BEAUTY. The German group, which is part of the international Cosmoprof network, manages Beauty Forum, a trade fair format with events dedicated to beauty salon in Europe.

For further information, please visit our website [www.cosmoprof.com](http://www.cosmoprof.com)