

BOLOGNA, ITALY
FAIR DISTRICT

COSMOPROF
WORLDWIDE BOLOGNA

21 - 23 MARCH 2024

COSMOPACK

COSMO PERFUMERY &
COSMETICS

21 - 24 MARCH 2024

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF WORLDWIDE BOLOGNA 2024: SPECIAL AREAS AND TAILOR-MADE EXPERIENCES FOR STAKEHOLDERS

Special areas and contents will strengthen the exhibition offerings within the sectors.

February 14th, 2024 - The growing multi-channel nature of the beauty sector will influence the 2024 edition of **Cosmoprof Worldwide Bologna**, once again demonstrating its ability to adapt to market needs. The **simultaneous opening of all pavilions on Thursday, March 21st**, will facilitate interaction among operators from various sectors, allowing industry professionals attending the fair to gain a comprehensive view of the industry's evolution across all different product categories.

THE SUPPLY CHAIN INNOVATIONS AT COSMOPACK

Cosmopack, the exhibition dedicated to the supply chain, is the only trade fair event that hosts all sectors of the supply chain: ingredients and raw materials, contract manufacturing and private labels, packaging, applicators, machinery, automation, and full-service solutions. The format thrives on synergy with Cosmoprof's finished product sectors, facilitating commercial exchanges between suppliers and finished product companies.

Cosmopack is the cradle of innovations and new collections, providing inspiration for both market-leading companies and independent brands. For the 2024 edition, **over 550 companies from 36 countries have already confirmed their participation (19% of the total exhibitors at Cosmoprof Worldwide Bologna), marking an 8% growth compared to the 2023 edition**. New technologies, innovative packaging solutions, and cutting-edge production processes await stakeholders **from Thursday, March 21st, to Saturday, March 23rd**. The exhibition dedicated to the supply chain is continuously expanding: for the upcoming March 2024 edition, Cosmopack will also cover Hall 28.

Within Cosmopack, in pavilion 20, the **Ingredients Zone** will host suppliers of raw materials, ingredients, essential oils, and fragrances for cosmetic bulk, allowing them to connect with key customers for their business: on the one hand, third-party manufacturers exhibiting at Cosmopack; on the other hand, finished product brands, whether they are visitors or exhibitors in the adjacent pavilions of Cosmoprof. The ingredients sector plays an increasingly strategic role: in a circular economy and with growing attention to a more sustainable development of all production activities, ingredients are the starting point for the cosmetic supply chain to study new solutions that reduce the sector's environmental impact.

Within Pavilion 20, Cosmopack will also host **Cosmopack Stage**, a stage reserved for exhibitors for technical deep-dive sessions with a highly qualified audience of operators. New promotional initiatives will also be introduced in the area to showcase the Cosmopack universe to industry professionals worldwide.

THE INNOVATIONS FOR RETAIL AT COSMO PERFUMERY AND COSMETICS

Cosmo Perfumery & Cosmetics, the exhibition hosting companies and retail operators in the Perfumery and Cosmetics sector, will be open for three days, **from Thursday, March 21st to Saturday, March 23rd**. The exhibition will host **more than 1,290 companies from 57 countries (43% of the total exhibitors for the 2024 edition)**. Retailers worldwide will be able to discover the latest innovations to differentiate their offerings and meet new consumer habits.


The starting point for discovering new collections will again be **Cosmoprime**, located in Hall 14, which brings together premium and masstige brands with selective distribution for the retail and luxury segments of perfumery, cosmetics, and lifestyle beauty. Enriching the exhibition offerings of the area is the **Extraordinary Gallery**, which is dedicated to established brands and is a launchpad for emerging brands, featuring a carefully curated selection of indie and prestige/luxury companies. Innovation will be the keyword of the **Beauty Tech Area**, which will host companies promoting new AI, augmented reality, and virtual reality services as sales solutions for brands and as applications for new forms of interaction and product usage by consumers. ARBELLE by VISAGE TECHNOLOGIES,

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 ITA
ITALIAN TRADE AGENCY

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DERMCONCEPT, IQONIC.AI, PERFECT CORP, PRINKER, SINTRA CONSULTING and VIDEOWISE will showcase solutions revolutionising the industry. Not to be missed is the **Italian Start-Up** area, in collaboration with ITA – Italian Trade Agency, which will bring emerging realities of the industry to Cosmoprime.

Hall 14 will also host a Buyer Lounge for buyers, retailers, and distributors from around the world: a space available for business meetings and dedicated consultancy from the Cosmoprof team for stakeholders in search of specific partners for the development of their entrepreneurial activities.

The Cosmo Perfumery & Cosmetics exhibition is complemented by international companies showcasing perfumery, makeup, accessories, and skincare in Halls 22 and 26. Among the pavilions dedicated to the world of perfumery and cosmetics, Hall 21 will host brands and products that are organic, biological, vegan, eco-friendly, and cruelty-free.

THE TRANSFORMATIONS OF THE PROFESSIONAL CHANNEL AT COSMO HAIR NAIL & BEAUTY SALON

The professional channel of **Cosmo Hair, Nail & Beauty Salon** will open on **Thursday, March 21st**, optimising networking activities and commercial exchanges with other sectors, and **will close on Sunday, March 24th**, with four days full of events for hairdressers, beauticians, and nail technicians until Sunday evening.

Cosmo Hair & Nail & Beauty Salon provides an optimised pathway for distributors, owners, and professional operators of beauty centres, wellness spas, hotels, and hairdressing salons. **There will be over 1,140 exhibitor companies from 46 countries for the 2024 edition, accounting for 38% of the total exhibitors.**

For Beauty Salon, products, machinery, equipment, furnishings, and facilities are not to be missed. In addition to a rich exhibition offering, pavilions 29 and 30 will also host highly qualified training sessions. **Beauty Forum Gallery**, in collaboration with Beauty Forum, an international network of events dedicated to the sector, will showcase a representation of the leading European players.

Hall 36 will host products for nail care, professional cosmetics for nail reconstruction, manicures and pedicures, accessories, equipment, and services. A novelty for this edition is the **Nail Gallery**. This special area will host leading companies in the sector and a Buyer Lounge dedicated to distributors for the professional channel. Additionally, in-depth sessions will be dedicated to the industry, featuring experts ready to interact with owners and nail technicians.

New products and services live demos with the most renowned international hairstylists, and workshops will animate pavilions 25, 31, 32, 33, and 37 dedicated to the hair universe. In March, **Hub45** is coming back: the area dedicated to the **barbering sector** will be held in collaboration with **YouBarber**, conceived by Marco Zucchini. It's a unique opportunity to discover the **latest grooming market trends** and bring together professionals and operators in a space for **sharing, comparison, and growth**.

For information and updates, visit the website www.cosmoprof.com

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