

AROUND THE WORLD WITH THE INTERNATIONAL PLATFORM COSMOPROF

The Cosmoprof network continues to grow with new initiatives in the most strategic markets for the beauty sector and with new collaborations to increase business opportunities for industry professionals.

February 14th, 2024 - The development of the international **Cosmoprof network worldwide** continues. The format of the BolognaFiere Group, strengthened by the prestige gained over more than 50 years of events in key markets, continues to expand its offerings to provide networking opportunities throughout the year to thousands of companies and professionals in the beauty sector. With its **events in Bologna, Hong Kong, Las Vegas, Mumbai, Bangkok, and, since 2024, Miami**, the Cosmoprof format is the ideal partner for stakeholders interested in the global evolution of the sector, as well as for operators with more specific interests in particular areas and regions.

"The strong international vocation and the ability to adapt the characteristics of the format to different markets are the elements that still determine the success of Cosmoprof Worldwide Bologna as a reference platform for a **community of over 10,000 companies and more than 500,000 operators** on five continents," says **Gianpiero Calzolari, President of BolognaFiere**. "The network evolves in line with the needs of an ever-evolving sector, developing innovative digital projects and services to facilitate operators and anticipating trends and industrial solutions. Thanks to the collaboration with our partners abroad, Cosmoprof is now a recognized brand worldwide and allows us to continue offering advanced business solutions to support the growth of the sector."

The global cosmetics industry is worth **427 billion dollars**, according to *McKinsey & Company's* 2023-2027 beauty report, with a projected annual growth rate of 6%, reaching \$580 billion by 2027. In this highly competitive scenario, Cosmoprof events stand out for their ability to simultaneously offer the **best innovations from every country worldwide** and **high-quality training moments**, thanks to the contribution of prestigious experts and opinion leaders. Moreover, **specific digital services tailored to operators' needs and the expertise of a highly qualified team** help stakeholders increase business relationships and new projects, making Cosmoprof events an increasingly strategic experience for suppliers, manufacturers, brand owners, buyers, distributors, retailers, and stakeholders interested in new solutions for their business development.

NEW 2024: COSMOPROF NORTH AMERICA MIAMI

From January 23rd to 25th, 2024, the first edition of Cosmoprof North America - Miami took place at the Miami Beach Convention Centre. Thanks to the joint venture with Informa Markets and PBA - Professional Beauty Association, Cosmoprof offers a dual appointment in the United States, the most important market for cosmetics, with trade shows in Las Vegas and, from now on, in Miami. The first Miami edition saw the participation of **over 700 exhibitors** representing excellence in the supply chain, skincare & makeup, hair, and nail sectors, and **over 20,000 stakeholders**. This new edition is the ideal destination for brands looking to maximize their commercial potential in the American continent, focusing mainly on the East Coast of the United States. Moreover, Miami is a strategic location: thanks to significant infrastructural development in recent years, it hosts the headquarters of major players in the industry, and the numerous events in the city highlight the vitality of the local business community.

NEXT EVENTS OF THE COSMOPROF'S NETWORK IN THE WORLD

The next event on the Cosmoprof network is in **Bangkok, Thailand**, with **Cosmoprof CBE ASEAN**, organized by BolognaFiere, Informa Markets, and Shanghai Baiwen Exhibition Co Ltd. The event will take place from **June 13th to 15th, 2024, at the Queen Sirikit National Convention Centre (QSNCC)**. Expectations for the third edition are very positive following the excellent results of 2023, which saw the presence of **over 1,000 exhibitors and brands** - 57% of which were from foreign countries - and **more than 13,255 visitors**, recording an **increase of +78% compared to the previous edition**. The event has proven to be a strategic development opportunity for both local and international companies in just a few years.

Cosmoprof North America Las Vegas confirms its position as the go-to event for industry professionals in the Americas, with particular focus on East Coast Indie Brands and markets in the northern part of the continent. The 21st edition is **scheduled from July 23rd to 25th, 2024, at the Mandalay Bay Convention Centre**. Cosmoprof North America is considered the launchpad for new

brands, showcasing revolutionary technologies, product innovations, and new channels for production, packaging, and distribution.

In the last months of the year, the Cosmoprof community mainly focuses on the Asian continent. After the highly anticipated return to the event's hometown last year in Hong Kong, the next edition of **Cosmoprof Asia will take place from November 12th to 15th, 2024: Cosmopack Asia from November 12th to 14th, 2024, at AsiaWorld-Expo; Cosmoprof Asia will be held at the Hong Kong Convention & Exhibition Centre from November 13th to 15th, 2024.** Last November, **more than 2,400 exhibitors from 44 countries and regions** and **65,582 visitors from 119 countries** gathered in Hong Kong to discover new trends and products for the Asia-Pacific markets. Cosmoprof Asia confirmed its role as the leading B2B event in Asia: evidence of this is the presence at the last edition of **over 400 senior executives from 45 countries**, including Australia, China, and Hong Kong, Europe, India, Japan, the Philippines, South Korea, the United Kingdom, and the USA.

The last event on the international Cosmoprof platform's calendar is in **Mumbai**, where **Cosmoprof India 2023 will be held from December 5th to 7th at the Jio World Convention Centre.** Each year, the event generates increasing interest among stakeholders: Cosmoprof and Cosmopack India reflect the dynamics and development of the Indian industry, and especially enable international players to penetrate the local market and neighbouring countries such as Sri Lanka, Maldives, and Nepal. The December 2023 edition witnessed a significant increase in international exhibitor participation compared to the previous year (51% of the total). The presence of **9,000 attendees from 55 countries** confirms Cosmoprof India as a key hub for the beauty sector in the country.

INTERNATIONAL PARTNERSHIPS

Cosmoprof is partner in numerous sector-specific events, aiming to create synergies beneficial to stakeholders' businesses.

In Europe, thanks to the acquisition in 2018 of the German group **Health and Beauty**, BolognaFiere Cosmoprof has consolidated its leadership through the direct management of the **Beauty Forum** network, with over 20 established events dedicated to beauty salon in Austria, France, Germany, Greece, Hungary, Poland, Slovakia, Slovenia, and Switzerland.

Thanks to the collaboration with Informa Markets in the United States Cosmoprof is partner of the **Premiere Show Group** network, with specific events for the professional channel in Anaheim, Orlando, San Antonio, and Columbus. Premiere Shows is among the leading organizers of events dedicated to the beauty industry in the USA including professionals, students, educators, and the top brands in the sector.

In Asia, BolognaFiere Cosmoprof partners with events in Indonesia, Malaysia, the People's Republic of China (including the *South China Beauty Expo*), and Vietnam.

The collaboration between the Cosmoprof team and **Esxence**, the world's leading appointment for Artistic Perfumery, is intensifying. This synergy will lead to the development of new initiatives in the coming months.

Starting from 2025, Cosmoprof Worldwide Bologna will also incorporate the cosmetic sector previously part of **SANA**, to optimize visibility and promotion of the organic and natural cosmetic industry. Becoming part of the Cosmoprof exhibition will ensure more prominent international visibility and offer greater opportunities for development. For the coming months, further projects are planned, focusing on strategic markets for the cosmetics industry.

For any further information, www.cosmoprof.com