

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 AND MTV ITALIA TOGETHER TO PROMOTE THE EXCELLENCE OF THE COSMETICS INDUSTRY

For the 2024 edition  
scheduled from March 21 to  
24, an exclusive  
collaboration has been  
established between  
Cosmoprof Worldwide  
Bologna and MTV Italia

February 14, 2024 – The promotion of the excellence of the cosmetics industry is leveraging new tools through the exclusive collaboration between **Cosmoprof Worldwide Bologna** and **MTV Italia**. On the occasion of the 55th edition of Cosmoprof, the world's leading beauty event scheduled in Bologna **from March 21 to 24, 2024**, MTV Italia will contribute to promoting the exhibition with an integrated editorial plan on its official social channels.

In the weeks leading up to the event, MTV Italia will highlight the most significant initiatives of Cosmoprof Worldwide Bologna 2024, with particular emphasis on **On Hair**, the exclusive calendar of hair shows scheduled for Sunday, March 24, featuring renowned international teams and hairstylists.

MTV Italia will participate in the **Grande Soirée of Cosmoprof Worldwide Bologna 2024**, scheduled for **Friday, March 22**. **Pierpaolo Pretelli** and **Giulia Salemi**, testimonials of MTV Italia's portfolio, will be present to entertain the over 1,500 guests. During the event, the winners of the **Cosmoprof & Cosmopack Awards 2024** will be announced, the unmissable "Oscars of Beauty" that celebrate innovation, research, and excellence across all sectors of the cosmetic industry, from the supply chain to the finished product. The **Life Achievement Award** will also be announced: the award is presented every year by Cosmoprof Worldwide Bologna to a particularly influential personality in the evolution of the cosmetics industry. For the 2024 edition, the award will be given to **Trevor Sorbie**, a celebrity in the hair universe and a protagonist on the world's major stages.

"We are extremely proud of the partnership with MTV Italia, which well represents the growing recognition of Cosmoprof Worldwide Bologna as the reference event for evolving trends in the beauty universe," says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "For 55 years, Cosmoprof Worldwide Bologna has been the world's most recognized showcase to discover novelties and trends in the industry, thanks to the quality of our exhibition offer. The partnership with MTV Italia allows us to enhance the research and innovation of our industry and, at the same time, it is a strategic opportunity to reach the younger generations, who are increasingly active and conscious consumers."

"We are excited, as MTV Italy, to participate in the 55th edition of Cosmoprof. Our brand has always conveyed enthusiasm, fun, and light-heartedness. Being a partner of the Cosmoprof awards ceremony will allow us to cover this important event through our social channels and entertain the audience at the Grande Soirée with lightness and charm," added **Alberto Carrozzo, Country Manager of Paramount Italy**.

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**Cosmoprof Worldwide Bologna** is the benchmark event for companies and professionals in the global cosmetics industry. The 2024 edition will take place **from March 21 to 24**, with all the pavilions opening simultaneously from Thursday, March 21, following the business needs and activities of national and international operators. **Cosmopack**, dedicated to the supply chain, and **Cosmo Perfumery & Cosmetics**, the exhibition hosting companies and retail operators in the Perfumery and Cosmetics sector, will be open for three days until Saturday, March 23. Meanwhile, the professional channel of **Cosmo Hair, Nail & Beauty Salon** will be held for four days, concluding on Sunday, March 24. The event is poised to be sold-out, with **over 3,000 companies from 67 countries**. The internationality of the exhibition is confirmed by the presence of **30 country pavilions**.

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### **About MTV Entertainment Group**

MTV Entertainment Group is one of the world's leading media companies dedicated to young audiences, reaching a global audience through its iconic brands. It also encompasses MTV Entertainment Studios, which produces acclaimed series and films, and the award-winning, Oscar-nominated MTV Documentary Films. In Italy, MTV Entertainment Group includes MTV, MTV Music, Comedy Central, and VH1. Sky Media, the advertising representative of Sky Italia Group, is entrusted with the advertising sales for MTV and all Paramount channels in Italy.

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