



## **COSMOPROF INDIA WILL BE BACK IN 2021 WITH A NEW ADVERTISING CAMPAIGN**

December 2020 - **Cosmoprof India**, the Cosmoprof event dedicated to the beauty market of the Indian peninsula, will return to welcome companies and operators in **Mumbai** in 2021, at the **Bombay Convention and Exhibition Center**.

Since the first launch event in 2018, Cosmoprof India, organized by Informa Markets India and BolognaFiere group, has immediately established itself as a reference appointment for stakeholders. The 2019 edition involved 237 exhibitors from 23 countries and 7,429 operators from 48 countries.

Cosmoprof India offers business opportunities for both international companies and operators and local players. India is undoubtedly an essential basin for the consumption of cosmetic products: according to the most recent analyzes by *Euromonitor International*, the reference association for studies on international market trends, the country is continuously growing, and the latest estimates, revised in recent months during the health emergency, confirm growth in the beauty sector of 6.8% in the period 2019 - 2024. The need to reorganize the supply chain to limit the effects of restrictions on the transport and movement of goods between countries and the growing attention of the population to body care and hygiene have also further helped the local industry. New *made in India* suppliers and brands are emerging, which better respond to consumer needs with solutions suited to national lifestyle and culture.

The 2021 edition will be an outstanding opportunity to evaluate which can be the new opportunities in one of the most promising markets worldwide. The event will be dressed up with the new advertising campaign Cosmoprof 2021, thus joining global promotion of the whole network in the coming months.

For further information, please visit <https://cosmoprofindia.com/>

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### **About BolognaFiere Group ([www.bolognafiere.it](http://www.bolognafiere.it))**

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture, and boasts one of the most advanced exhibition centres in the world. BolognaFiere Group manages three exhibition centres (Bologna, Modena, and Ferrara) with an exhibition portfolio of over 80 events in Italy and abroad. BolognaFiere Group consists of several companies that offer an extensive range of event services and provide companies with all of the specialised services and promotional activities needed to successfully participate in its exhibitions.

### **About BolognaFiere Cosmoprof ([www.cosmoprof.com](http://www.cosmoprof.com))**

BolognaFiere Cosmoprof is the group organizing Cosmoprof Worldwide Bologna, as part of BolognaFiere Group. Cosmoprof Worldwide Bologna is the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia). Recently the fifth exhibition of the network has been announced: Cosmoprof CBE ASEAN, in Thailand, will focus on the cosmetic industry in South-East Asia. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with Beauty Fair -Feira Internacional De Beleza Profissional, and in Asia.

#### About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com)

#### About Informa Markets and its business in India

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – [www.informamarkets.com/en/regions/asia/India.html](http://www.informamarkets.com/en/regions/asia/India.html)

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