

BOLOGNA, ITALY  
FAIR DISTRICT

28 APRIL - 1 MAY 2022

COSMOPACK

COSMO PERFUMERY &  
COSMETICS

29 APRIL - 2 MAY 2022

COSMO HAIR & NAIL &  
BEAUTY SALON

COSMOPROF  
WORLDWIDE BOLOGNA

OVER 2.700 EXHIBITORS  
FROM 70 COUNTRIES AND  
BUYERS FROM OVER 90  
COUNTRIES ATTENDING  
COSMOPROF WORLDWIDE  
BOLOGNA 2022

March 31, 2022 – The cosmetic industry is preparing for the **53rd edition of Cosmoprof Worldwide Bologna**, scheduled from **28 April to 2 May 2022** in Bologna.

This edition confirms previous years' results, despite the complications related to the international scenario. **Over 2,700 companies from 70 countries**, organized in **more than 30 pavilions**, will be present to find operators and launch the latest collections. There will be **26 country pavilions**, with small and medium-sized companies ready to tell the best of cosmetic production in Belgium, Brazil, China, Czech Republic, Ecuador, France, Germany, Greece, Indonesia, Ireland, Israel, Japan, Latvia, Mongolia, Poland, South Korea, Spain, Sweden, Turkey, UK, and the USA.

Apart from the difficulties for operators from China and Taiwan due to the anti-covid restrictions still in force, and from Russia and Ukraine because of the war that broke out in recent weeks, Cosmoprof records 30% of exhibitors attending for the first time or returning to Bologna after a few years of absence, pleasantly impressed by the event's ability to renew itself and adapt to new business tools. This result demonstrates the prestige of the event and its role as an observatory of the natural renewal of the global cosmetic offer. Thanks to its constant adaptability, Cosmoprof Worldwide Bologna has already received confirmation of the **participation of buyers from more than 90 countries**.

"After two years of stopping the exhibition activities in attendance, the 2022 edition of Cosmoprof Worldwide Bologna is a sign of optimism and confidence in the ability of the industry to restart", says **Gianpiero Calzolari, President of BolognaFiere**. "In line with safety protocols producers, companies, and operators from all over the world will be able to return to traditional business activities, drawing inspiration from consumer trends to relaunch the market. This is the role that fairs must play because it is between the corridors of our exhibitions that the exchange between supply and demand finds its best expression. For this reason, the promotion and support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency** were fundamental. The establishment of special corridors for business trips and the recognition of the validity of vaccines other than those approved by the EMA satisfy the main requests by AEFI, the reference association of Italian trade fairs. Furthermore, thanks to the funds provided for the extraordinary Made in Italy promotion plan, we have organized hospitality programs and specific services for selected players. We will continue to work with institutions to cope with the complexities of the global scenario and accompany our industrial system in its recovery process. In the meantime, we are preparing to welcome the leaders of the cosmetic industry back to Bologna, with the highly professional and excellent services globally recognized to Cosmoprof format".

"2021 was a record year for Italian exports, which registered a growth of 7.5% in 2019. However, the moment is of profound pain for the ongoing humanitarian tragedy and concern for the actual international scenario. I hope for a prompt resolution," - says Carlo Ferro, President of ITA - Italian Trade Agency -. "Cosmetics took an essential step in 2021, an acceleration of 13 percentage points, even if it has not yet recovered its pre-covid levels. It is fundamental to accelerate any support actions. As ITA, we have implemented 19 new activities focusing on SMEs, innovation, digital, sustainability, and training. For the cosmetics sector, we have, among other things, brought 309 companies to the 33 Made in Italy initiatives with which we have agreements. And, specifically of Cosmoprof, I like to remember the start-up corner, which will bring six young Italian companies to the centre of the fair, and the 250 foreign operators we will accompany to Bologna from 41 countries. I want to thank BolognaFiere and Cosmetics Italia for making Cosmoprof a leading international Italian fair; ITA is a proud partner in this process. Good luck to companies and organizers for this edition of Cosmoprof! "

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"We return to Bologna with great enthusiasm, ready to seize the numerous opportunities that only an in-person event like Cosmoprof can offer", states **Renato Ancorotti, President of Cosmetica Italia – Italian Personal Care Association**. "The sector has never stopped; on the contrary, it demonstrated how much cosmetics are necessary in daily life and the strong dynamism of beauty companies. The pandemic has imposed some slowdowns. The current geopolitical scenario requires us to make adjustments and constantly listen to the needs of companies and the market in response to the international situation. Nonetheless, propensity for investment, research, innovation, safety, quality, and creativity are fundamental traits that support our sector. We are confident that they will allow us to demonstrate their value once again. The most recent surveys lead us precisely on this path: the estimates made by our Research Centre indicate, in fact, a closure of 2022 close to 12.5 billion euros, a turnover value higher than that recorded by cosmetic companies in 2019, before the pandemic, when it slightly exceeded 12 billion euros. Thanks to the collaboration with our historic partner BolognaFiere Cosmoprof, on the occasion of the most important event dedicated to the beauty world, we will be able to reaffirm the excellence of the cosmetics industry, a real flagship of Made in Italy. "

"The beauty industry did not stop: it did not do it during the pandemic, it is not doing it in a context of war like the current one. From our daily contact with companies and professionals, we perceive a strong desire and commitment to return to in-person trade fairs", says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. "This proactive approach is the basis of the excellent premises of the 2022 edition, in line with the results of 2019. We have also increased investments in the Buyer Program, the project that aims to favour the exchange between supply and demand, by organizing additional specific lounges on the show floor (in halls 14, 28, and 37). Buyers, retailers, and distributors can receive support and indications to organize their experience at the event and discover the most useful products and services to develop their business. For 2022, thanks to special projects with media partners and trade associations, we are organizing ad hoc programs for Italian and European retail chains and perfumeries. Thanks to the support of the ITA agencies, we are ready to welcome distributors and importers from North and Eastern Europe, as well as from Angola, Cameroon, Canada, Korea, Kuwait, India, Indonesia, Latin America, Malaysia, Myanmar, North and South Africa, Oman, Philippines, Qatar, Republic of Congo, Saudi Arabia, Singapore, Thailand, UAE, USA, and Vietnam. Our goal is to offer a quality event to stakeholders, combining face-to-face initiatives and digital tools to facilitate matchmaking and business development", concludes Zannini.

### COSMOPACK

The transformation of the cosmetics industry begins with the supply chain. This is demonstrated by **Cosmopack**, the only fair that hosts all sectors of the supply chain - contract manufacturing and private labels, process and packaging machinery, primary and secondary packaging, applicators, ingredients, and raw materials.

Cosmopack represents a crucial visibility stage for professionals: the 2022 edition will host **7.5% more exhibition space**, with **20% more new companies** participating for the first time and exhibitors from over 30 countries. The event is the cradle of industry trends: a reference point for discovering the most advanced industrial solutions, which will be the basis for the restart of the industry in the coming months. In particular, the presence of an area specifically dedicated to leading companies supplying machines and full-service solutions makes Cosmopack unique and different from all other international competitors.

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BolognaFiere  
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COMPANY OF  
 Bologna  
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IN PARTNERSHIP WITH  
 COSMETICA ITALIA  
the personal care association

WITH THE SUPPORT OF  
 Ministry of Foreign Affairs  
and International Cooperation

 ITA  
ITALIAN TRADE AGENCY

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### COSMO|PERFUMERY & COSMETICS

At Cosmoprof Worldwide Bologna, halls 14, 16, 16a, 19, 21, 22, 26, and 29b will host **Cosmo | Perfumery & Cosmetics**, with **over 1,100 exhibitors** of skincare, fragrance, and proposals for the retail channel ready to welcome buyers, distributors and retailers interested in scouting mass-market, prestige and masstige references, including genderless products, designed and created to meet the needs of cosmopolitan and new-generation consumers.

**Cosmoprime**, the pavilion dedicated to selective and high-end cosmetics, will host numerous premium and luxury brands, icons of trends, and novelties with a strong vocation for sustainability. Within the **Zoom on Emerging Prime** section, selected companies attending for the first time in Bologna will bring new ideas on ingredients and formulations and new consumption features. The **Extraordinary Gallery**, the area that has always been considered the basin of the most exciting news, will welcome companies with innovative concepts in terms of formula and packaging and brand philosophy that is attentive to the consumption habits of the younger generations.

### COSMO|HAIR, NAIL & BEAUTY SALON

From April 29 to May 2, Cosmoprof Worldwide Bologna will open its doors to the professional channel with **Cosmo | Hair & Nail & Beauty Salon**.

To welcome beauticians, owners of beauty centres, wellness operators, and nail technicians, over 460 companies specializing in products and services for the professional aesthetics, spas, and nails, in halls 28, 29, 30, and 36.

Companies specializing in products, accessories, and furnishings for hairdressing salons will be displayed in halls 25, 31, 32, 33, 35, and 37. There are over 550 exhibitors confirmed to date.

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