

BOLOGNA, ITALY
FAIR DISTRICT

16 - 18 MARCH 2023

COSMOPACK

COSMO PERFUMERY &
COSMETICS

17 - 20 MARCH 2023

COSMO HAIR & NAIL &
BEAUTY SALON

COSMOPROF

WORLDWIDE BOLOGNA

**MORE THAN 250,000
ATTENDEES FROM 153
COUNTRIES AND 2,984
EXHIBITORS FROM 64
COUNTRIES ATTENDED
COSMOPROF WORLDWIDE
BOLOGNA 2023**

March 20, 2023 – The 54th edition of **Cosmoprof Worldwide Bologna**, the leading B2B event for the cosmetics industry, came to the end today. **Over 250,000 stakeholders attended the event, coming from 153 countries**, who had the chance to discover the latest news for the sector.

“Cosmoprof is once again the reference showcase for the industry in the world. The results of this edition well represent the state of health of the industry”, underlines **Gianpiero Calzolari, President of BolognaFiere**. “The presence of key players from the main markets, of more than 2,984 exhibitors (+11% compared to 2022), from 64 countries and of 29 country pavilions is the result of the efforts to strengthen the international profile and prestige of the event, thanks to the collaboration with **Cosmetica Italia – Personal Care Association** and the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA – Italian Trade Agency**. The institutional presences of these days, with the Italian Prime Minister Giorgia Meloni, the Italian Minister of University and Research Anna Maria Bernini, the Italian Minister of Tourism Daniela Santanché, and with the local, national and international authorities, highlight the value of Cosmoprof both as business partner for operators, and as an economic pillar.”

“In these days, in the pavilions of Cosmoprof Worldwide Bologna 2023, companies, experts and operators in the sector have interpreted the different aspects and novelties of our industry, highlighting its great reactivity and dynamism in Italy and abroad. The total turnover of the cosmetics sector in Italy is fully returning to pre-pandemic levels (13.3 billion euros in 2022), exceeding the values of 2019 by 10.5% and estimates by further growth (+7.7% compared to 2022) for 2023, - commented **Benedetto Lavino, President of Cosmetica Italia**. – The significant representation of the political world and institutions is the evidence of the strong attention, also by the Government, to the value of cosmetics as an indispensable good for hygiene, prevention and protection and of the ever-increasing awareness of the power of the national cosmetic sector as a driver of Made in Italy in the world. The confirmation comes from the ferment on international markets, where the Italian offer is increasingly appreciated for its high standards of quality, safety and innovation, with growing interest from non-European destinations, and a trade balance that will reach record levels in 2022 exceeding 3.2 billion euros and a growth of over 500 million compared to 2021. Data and dynamics which, once again, alongside the historic partner BolognaFiere Cosmoprof have allowed us to consolidate the story of cosmetics: an industry that is good for the country”.

“Cosmoprof has once again proved to be an event of excellence with an international reach and ITA has contributed to this success by bringing 152 buyers from 50 countries, - said **Matteo Zoppas, President of ITA – Italian Trade Agency**. - It was a synergistic team effort, aimed at affirming the image of Italy, home of the culture of beauty and theatre of an industrial system of absolute excellence. For us Cosmoprof is not a point of arrival but a starting point: throughout 2023 ITA will continue its initiatives to facilitate further commercial hubs for Italian exports in France, Spain, the United Kingdom and Morocco. In total, there will be 12 initiatives organized by ITA around the world. We are convinced that exports are vital for Italy. More exporting companies means more growth and development for the country. As ITA we are ready, alongside companies and at the service of the "Italian System" and of our nation's foreign economic and trade policy”.

NETWORKING, BUSINESS AND TRAINING

The match-making program of Cosmoprof Worldwide Bologna helped managing the presence of buyers from more than 50 countries. The attendance of stakeholders from North America, Europe, the Middle East, Asia and Oceania registered growing percentages.

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The return of operators from China and Taiwan has allowed companies and manufacturers to recover projects and collaborations for opportunities in markets that continue to be a fundamental asset.

In addition to an exhibition area full of novelties and inspirations, the initiatives of Cosmoprof were very popular. The **Cosmoprof & Cosmopack Awards** once again decreed the best beauty products for the coming months, attracting the curiosity of insiders: over 1,000 attended the awards evening, and many were the visitors who carefully visited the installation at the Service Centre. The areas dedicated to CosmoTrends also aroused a lot of interest, with a vision of what the most current trends are, and to CosmoVision, the multi-sensory journey that revealed the future evolution of the beauty industry. The projects were created in collaboration with the international agency BEAUTYSTREAMS.

Great participation was registered also in the events scheduled during the event. From Thursday to Saturday participants in the 12 CosmoTalks could follow analyses and round tables in the presence of international managers and experts.

The appointments of World massage Meeting dedicated to massage were also very popular, as well as the in-depth sessions of Cosmo Onstage, which on Sunday and Monday involved operators presenting the most current topics for the professional sector.

On Sunday and Monday the On Hair shows had a great success: 18 artistic teams presented new cut techniques and avant-garde colour proposals with engaging and exciting performances.

For further information about the 2023 edition, visit www.cosmoprof.com