

**BUSINESS AND BEAUTY TRENDS
TO BE UNVEILED DURING THE
NEXT EVENTS OF THE COSMOPROF
INTERNATIONAL NETWORK**

November 2023 – Cosmoprof, the leading B2B format dedicated to beauty stakeholders, continues to grow. The platform, managed by BolognaFiere group, is the best performing business partner for **more than 10.000 companies in the world** and **over 500.000 attendees from over 190 countries**, who look at the international events of the network to enrich their network, discover new partners and leads in the most profitable markets, and have a preview of the main trends of the sector.

"The Cosmoprof network evolves in line with the needs of a constantly changing market, continuing to develop innovative digital tools and dedicated projects to help operators increase their business opportunities, - said **Gianpiero Calzolari, President of BolognaFiere**. - The collaboration with our partners is a fundamental element. Our aim is to offer advanced solutions for all players, thanks to the synergies, the know-how and the experience of our international teams".

The Cosmoprof branded events stand out for their ability to adapt to the specific needs of each market, while providing a corporate identity and common tools for all stakeholders. The Cosmoprof format combines the most exclusive exhibition offer, with top players from all sectors of the industry attending the shows, and opportunities for training and updating, thanks to the collaboration with trend agencies and experts from all over the world. Cosmoprof digital services help stakeholders optimize their visits to the fair, making Cosmoprof events an increasingly strategic experience for suppliers, manufacturers, brand owners, buyers, distributors, retailers, and operators interested in new solutions for developing their business.

COSMOPROF ASIA

Cosmoprof Asia 2023 is back to **Hong Kong**. The leading B2B event in the Asia-Pacific region, organized by a joint-venture between BolognaFiere and Informa Markets, is ready to host all the key players. **Cosmopack Asia is being held from November 14 to 16 in AsiaWorld Expo**, gathering big global leaders of the supply chain, from ingredients to machinery & equipment, from packaging to contract manufacturing and private label. **Cosmoprof Asia, from November 15 to 17 at the Hong Kong Convention & Exhibition Centre**, features the most innovative beauty branded products dedicated to the retail and the professional distribution channels.

After the successful special edition in Singapore, with 21,612 attendees from 103 countries and regions and 1,202 exhibitors from 46 countries and regions, Cosmoprof Asia 2023 is back to its traditional location, Hong Kong. **More than 2,400 exhibitors from 44 countries and regions, with 90% coming from outside Hong Kong, and over 60,000 visitors are visiting the show.** The exhibition area, reaching 100,000 sqm, is the home of all beauty brands and innovative suppliers from Asia-Pacific region for four days. **17 Group and Country Pavilions** include Australia, China, France, Germany, Hong Kong, Italy, Japan, Korea, Latvia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey and the USA. Buyers from all over the world are visiting the show, with special hospitality programs dedicated to top players from China, Asia Pacific countries, Europe and the USA. They will enjoy all the advantages offered by the return to Hong Kong, which is one of the best place for b2b events in the Asia-Pacific region. The city is a strategic location and it offers a business friendly environment, thanks to its regulation as free trade port and tax free zone. It is the gateway to Mainland China and Asia Pacific, being the 4th largest trading partner of China. In 2021 51% of re-exports were of Mainland China origin and 60% were destined for Mainland China. Hong Kong is a key reference for exports to Europe (+47% of growth in 2022), with a strong connection to The Netherlands (+158% in 2022) and UK (+187% in 2022). Furthermore, the city hosts many shopping malls and 63,000 retail outlets, and it welcomes 65.15 MM visitors per year: 78.3% of them come from Mainland China, 26% from South East Asia, 17% from Korea and Japan.

COSMOPROF INDIA

Cosmoprof India, the network event dedicated to the fast-growing Indian market, will be held **from 7 to 9 December 2023** in **the Jio World Convention Centre in Mumbai**.

Cosmoprof India represents the fourth destination of the Cosmoprof network, and it has its own unique scale and entity, showcasing all the sectors of the beauty industry from ingredients to finished products encompassing the entire cosmetics and beauty supply chain.

This year Cosmoprof India will reserve a space to the supply chain of the beauty industry. Cosmoprof and Cosmoprof India represent the most strategic networking opportunity dedicated to the entire cosmetics industry.

The 2022 edition recorded excellent results, hosting 300 exhibiting companies from 12 countries, and 7,500 visitors from 50 countries. For 2023, great results are expected: the show is registering a significant growth with a **+36% of new exhibitors compared to 2022**. 78% of total exhibitors are domestic, representing the development of the local industry; at the same time, international exhibitors are increasing (+19% compared to 2022), thanks to new initiatives from governments and associations to ensure better connections and networking. Italy, Korea, China and Taiwan will be attending as country pavilions, thus enhancing commercial synergies. **Over 9,000 attendees are expected to Cosmoprof India 2023 (+20% compared to 2022)**, and a dedicated buyer program will host key players from Sri Lanka, Bangladesh, Maldives, Nepal and UAE. Together with a classy exhibition offer, they will have the opportunity to experience new initiatives and projects. Not-to-be missed the World Massage Meeting in India, with an emotional journey from traditional ayurveda massage to modern techniques and trends.

COSMOPROF WORLDWIDE BOLOGNA

The 55th edition of **Cosmoprof Worldwide Bologna**, the B2B leading event for companies and operators in the cosmetics industry worldwide, will take place **from Thursday, 21 to Sunday, 24 March 2024**. All salons will open simultaneously from Thursday, 21 March: Cosmoprof, dedicated to the supply chain, and Cosmo Perfumery & Cosmetics, which hosts companies and retail operators for the Perfumery and Cosmetics sector, will run for three days until Saturday, 23 March, while Cosmo Hair, Nail & Beauty Salon, dedicated to the professional channel, will run for four days and close on Sunday, 24 March. The special initiatives and projects of Cosmoprof Worldwide Bologna 2024 will be adapted to the new opening dates, with a rich calendar of events dedicated to exhibitors and visitors until Sunday evening.

The revision of the dates of the next edition is the natural consequence of the constant dialogue with exhibitors and operators, and is a choice aimed at further favouring B2B meetings at the exhibition. The goal is to optimize the presence of professionals on all days of the event, with more representative flows of all types of users.

The 2023 edition of Cosmoprof Worldwide Bologna registered over 250,000 stakeholders coming from 153 countries, who had the chance to discover the latest news for the sector, and 2.894 exhibitors from 64 countries.

COSMOPROF NORTH AMERICA

Cosmoprof North America Las Vegas is the most prestigious B2B event for the cosmetics industry in the Americas. This year the show celebrated its 20th anniversary, and next year the exhibition will be scheduled **from 123 to 25 July 2024**, at the **Las Vegas Convention Center**. Cosmoprof North America – Las Vegas involves over 32,000 retailers, distributors, investors, suppliers, and media and more than 1,100 exhibiting beauty brands. Cosmoprof North America, the area dedicated to the beauty supply chain, occupies a dedicated pavilion, the North Hall. The finished product, expected inside the West Hall, is divided into four macro-sectors - Hair Care, Skincare & Make-up, and Nails. Special areas are dedicated to specific product categories.

Cosmoprof North America is expanding to Miami. **From 23 to 25 January 2024, Cosmoprof North America Miami** will be the ideal destination for brands seeking to maximize their business potential in North, South, and Central America, along with the

Caribbean Islands and the East Coast of the United States.

COSMOPROF CBE ASEAN

Cosmoprof CBE ASEAN, organised by BolognaFiere, Informa Markets, and China Beauty Expo (CBE), will be held **from 13 to 15 June 2024**, at the **Queen Sirikit National Convention Center (QSNCC), Bangkok, Thailand**. Designed to meet the needs of the fast-growing beauty market in South-East Asia, it is expected to gather top players and experts representing all sectors, beauty supply chain to branded finished products.

The 2023 edition closed with great satisfaction and remarkable results for this second edition: the **exhibition area of about 17,000 square meters** hosted **more than 1,000 exhibitors** - more than the half coming from abroad - and **more than 13,255 visitors**, registering +78% with respect to the previous edition.

NEWS 2024: NEW COSMOPROF EVENT IN SAUDI ARABIA

Thanks to these features, in 2024 Cosmoprof will add another fundamental step for the international beauty community. A new **Cosmoprof** event in **Saudi Arabia**, scheduled to take place in **Riyadh from 27 to 29 November 2024**, will accompany companies to discover new business opportunities and market trends of the Middle East region.

According to Euromonitor International, the beauty market in the Middle East countries recorded a total turnover of over 64.7 billion dollars last year; by the end of 2023, the value of the sector is expected to reach 66.8 billion dollars. The average annual growth in the period 2022 - 2025 is up to 3%. Beauty & Personal Care products account for the highest sales volume, with more than 57 % of total purchases; consumption of hair products (approx. 11 %) and fragrances (approx. 9 %) is also increasing year on year.

The initiatives of local institutions in favour of tourism and international business have given a further boost to local economy, and sales in the cosmetics sector are growing steadily. New generations of consumers, with higher spending power and particularly attentive to aesthetics, psychophysical well-being and a sustainable approach to self-care, are a potential target for multinationals and foreign brands. The increasing use of digital channels for both searching for new products and shopping facilitates the spread of international brands in the region, but at the same time helps the development of local brands. The region offers very attractive opportunities for the industry. Contacts between international brands and local players are increasing, and Cosmoprof is the ideal partner for discovering these markets.

INTERNATIONAL PARTNERSHIPS

Cosmoprof has closed strategic partnerships with specific international events, with the aim of creating synergies that are useful to operators.

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 more than 20 consolidated events dedicated to the professional beauty sector in Austria, France, Germany, Greece, Poland, Slovakia, Slovenia, Switzerland and Hungary.

As part of the collaboration with Informa markets in the United States, Cosmoprof has defined a partnership with the **Premiere Show Group** network, with specific events for the professional channel.

In Asia, BolognaFiere Cosmoprof is a partner of b2b events in the Philippines, Indonesia, Malaysia, the People's Republic of China (with South China Beauty Expo) and Vietnam.

Further projects are planned for the coming months, focusing on strategic markets for the cosmetics industry.

For further information, www.cosmoprof.com