

PRESS RELEASE

Cosmoprof Asia celebrates its 18th edition

Cosmetica Italia strengthens the presence of beauty Made in Italy in the Hong Kong fair

Hong Kong, 13-15 November 2013 – 2013 once again brings a renewed commitment from Cosmetica Italia – the Italian national cosmetics industry association – to its presence in **Cosmoprof Asia**. Taking place from 13 to 15 November in the **Hong Kong Convention and Exhibition Centre**, the event is now celebrating its **18th edition**.

The world's second most imposing get-together after the Cosmoprof Worldwide Bologna, the Hong Kong event follows Cosmoprof North America (held in Las Vegas, 14-16 July 2013) in the calendar, confirming its position as a priority platform for business in the Far East, with **76,200 m² of exhibition space occupied by 2,159 companies from 43 countries**. Over the years, Cosmoprof Asia has consolidated its function as a must-attend event in the international calendar: more than 55,000 visitors are expected.

Partnering with **Promos**, the special agency of the Milan Chamber of Commerce, Cosmetica Italia is organising an **Italian group participation of 33 companies** (in Halls 1E, 3G and 5G) to reiterate the excellence and international competitiveness of Italian cosmetics firms and to promote selected communication activities to support the commercial undertakings of the **altogether 104 Italian firms exhibiting in the fair**.

That Italy's industry is increasingly aware of processes of internationalisation is demonstrated by the constant growth in exports in 2012, after two years, 2010 and 2011, that had already seen them revive significantly. The value of exported Italian cosmetics now exceeds **2,860 million Euros**, up by **7.1%**, **with a 13% increase forecasted at the end of 2013**.

Among the top ten markets, vigorous growth is found in Russia (+22%), Poland (+18.0%) and Hong Kong (+14.1%): the mean growth for these three important international cosmetic trade players has been over 60% in the last three years.

Hong Kong remains Italian exports' leading market in central Asia and the Far East, accounting for a value of more than **100 million Euros**.

Of these, 50 million Euros are related to **alcohol-based perfume products** and 45 million Euros to **products for body care**. Less important in volume, at over 3 million Euros, but interesting for their dynamics, are **hair care products**, up by over 50% in the last year.

Italy's exports to Hong Kong increased by 5% in the first half of 2013.

Comments **Fabio Rossello**, President of Cosmetica Italia: "In today's economic context, the increase in Italian cosmetics sales abroad confirms that our national system supplies a competitive combination of quality, service and innovation, while never neglecting consumer safety. Taking part in this exclusive, qualified event is one way in which our association supports all its districts, so as to strengthen their bonds and maximise the value of Made in Italy, as both industrial and professional excellence".

On **Thursday 14 November** at 7.00 p.m., Cosmetica Italia, BolognaFiere and Cosmoprof Bologna will get together with the press, local businesses and Italian exhibitors at the **2014 Cosmoprof Worldwide Bologna Dinner Party** to celebrate the Hong Kong market's strategic importance and the value of Italy's cosmetics industry.

Cosmetica Italia is the Italian Cosmetics Industry Association, a member of the Confederation of Italian Industry – Confindustria, whose more than 500 members account for 95% of the Italian cosmetics market. In 2012, the industry achieved a turnover of 9.6 billion Euros and employed 35,000 people directly, a figure that soars to 200,000 when indirect jobs are included.

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