

PRESS RELEASE

**Cosmetica Italia takes part in Cosmoprof Asia 2014:  
research and innovation the keys to the success of the Italian cosmetics industry**

*Hong Kong, 12-14 November 2014* – Cosmetica Italia, the national association of cosmetics companies, participates in **Cosmoprof Asia** once again in 2014. Taking place from 12 to 14 November, the trade fair at the **Hong Kong Convention and Exhibition Centre** celebrates its **19th edition**.

The second most important *kermesse* in the world after Cosmoprof Worldwide Bologna, this Hong Kong event — which comes after Cosmoprof North America (Las Vegas, 13/15 July 2014) — reaffirms its role as a privileged platform for businesses in Asia with a **81,500 square meter exhibition area and 2,350 exhibitors from 42 countries around the world**. Over the years, Cosmoprof Asia has strengthened its role as a can't-miss event on the international agenda: over 64,000 visitors are expected.

Indeed, the Italian industry is placing increasing emphasis on internationalisation processes; the constant increase in export in 2013 stands as proof of this. The Italian cosmetics exported are worth a value of over **3,180 million euros with an 11% increase**.

In the top 10 countries interested in Italian export we have the positive standings of the United Arab Emirates (+26%) and the United Kingdom (+23%).

Instead, **Hong Kong** remains the number one end market for export in central western Asia, worth **110 million euros (+8.8% over the previous year)**.

Of these, over 53 million euros are linked to **alcohol-based perfume products** and 49 million euros to **products for body care**. With a lower sales volume (over 4 million euros), yet interesting in terms of their dynamics, **hair care products** sales increased by over 40% over the past year.

In collaboration with **Promos**, special agency of the Milan Chamber of Commerce, **Cosmetica Italia organises an Italian group participation in pavilions 1E, 3G and 5G** to highlight the excellence of Italian cosmetics companies and their international competitiveness, and promotes some communication activities to support **all 96 Italian companies that are exhibiting at the trade fair**, 50 of which are Cosmetica Italia members.

**Tuesday, November 11**, at 6:00 p.m. the **Welcome Cocktail Reception** will precede the inauguration of the fair: Cosmetica Italia, BolognaFiere and Cosmoprof Bologna will celebrate the strategic importance of the Hong Kong market and the value of the Italian cosmetics industry together with the press, local businesses and Italian exhibitors. During the event **Fabio Rossello**, president of Cosmetica Italia, will present a **focus on successful trends in the Italian cosmetics industry**.

«Being part of this exclusive trade show is further proof of the association's support for the industry's entire production chain to uphold *made in Italy* products as outstanding in terms of manufacture and professionalism. Italian companies - says **Fabio Rossello**, president of Cosmetica Italia - are distinguishing themselves more and more on international markets for the high quality standard of their products: entrepreneurs are constantly engaged in making innovative products that are safe for the consumer. Emphasis on sustainability, both in developing the packaging and the product, is yet another characteristic trait of the industry».

*Cosmetica Italia is the national association of cosmetics companies that belong to Confindustria, which brings together approximately 500 companies that represent 95% of the Italian cosmetics market. In terms of turnover, the industry reached €9,280 million in 2013. It employs 35,000 workers, soaring to 200,000 counting downstream activities.*

**Press Office**

Benedetta Boni, tel.: (+39) 02.281773.48 – 333.8785084 – [benedetta.boni@cosmeticaitalia.it](mailto:benedetta.boni@cosmeticaitalia.it)  
Francesca Casirati, tel.: (+39) 02.281773.47 - 340.1711105 – [francesca.casirati@cosmeticaitalia.it](mailto:francesca.casirati@cosmeticaitalia.it)

**Federchimica - Confindustria**

20131 **Milano**, via Accademia 33  
tel. +39 02 281773.1 - fax +39 02 281773.90  
[www.cosmeticaitalia.it](http://www.cosmeticaitalia.it) - [cosmeticaitalia@cosmeticaitalia.it](mailto:cosmeticaitalia@cosmeticaitalia.it)  
Codice Fiscale 80052390152