

PRESS RELEASE

Cosmoprof Asia 2016

Exports of Italian cosmetics to Asia are on the rise (+19%): The activities of Cosmetica Italia to support Made in Italy

Hong Kong, 15-18 November 2016 – Cosmoprof Asia is back, the second biggest kermesse in the world dedicated to cosmetics after Cosmoprof Worldwide Bologna, with a number of major new additions for the 2016 edition.

Starting this year, the trade fair will be split into two **separate exhibition areas**: the **AsiaWorld-Expo (AWE)** which, **from 15 to 17 November**, will host all exhibitors from the production supply chain for machinery and equipment, as well as those engaged in third-party manufacturing, private labels, and packaging - this section of the event will also feature a special new area dedicated to formulations and ingredients, entitled "*Spotlight on ingredients*"; the **Hong Kong Convention and Exhibition Centre (HKCEC)** conversely, **which will be welcoming visitors from 16 to 18 November**, will host exhibitors from finished product business sectors including *Cosmetics & Toiletries, Beauty Salon, Hair Salon, Nail & Accessories*, and will also feature several new special areas: "*Extraordinary Gallery*", "*Discover Trends*" and "*Emerging Beauty*".

Cosmetica Italia makes concrete investments in the promotion of Made in Italy products, once again participating in the 21st edition of the fair, which promises an estimated 2,700 international exhibitors, 23 national collectives and more than 60,000 visitors, in an exhibition area spanning more than 98,000 square metres.

The collaboration between Cosmetica Italia and **ITA – Italian Trade Agency, with the financial contribution of the Ministry of Economic Development**, as part of the *Special promotional programme to enhance the main Italian trade shows*, includes communications and image promotion initiatives in support of the business activities of the **109 Italian companies** participating in the event (59 of which are associated with Cosmetica Italia). In particular, among the events planned, *The Lipstick Factory* (hall 5 at the AWE) is an installation that accompanies visitors on a journey through the production process behind the making of a lipstick.

In association with **Promos**, a Special Agency of the Milan Chamber of Commerce, Cosmetica Italia has also organised an **Italian group participation of 35 companies** (Hall 1E and 5G at the HKCEC and hall 3 at the AWE).

The signing of the **Memorandum of Understanding** between Cosmetica Italia and Korea Cosmetic Association is a significant event taking place during the fair: on Thursday 17 November, Fabio Rossello (president of Cosmetica Italia) and Lee Myung-Kyu (vice-president of the KCA) will sign the agreement, outlining the cooperation between the two associations, with the aim to favour the exchange of information regarding the cosmetics sector, the regulations the market trends.

Indeed, the Italian industry is placing increasing emphasis on internationalisation processes; **the increase in exports over the course of 2015 testifies to this**. Exported Italian cosmetics are now worth more than **3,810 million euros, an increase of +14.2%**.

Overall, exports of Italian cosmetics to Asian markets in 2015 exceeded **705 million euros (+19** compared to 2014). **Hong Kong** in particular - the leading end market for export in central-eastern Asia - is worth **148 million euros (+32% over the previous year)**.

Of this amount, more than 68 million euros are linked to **alcohol-based perfume products** and €66 million to **products for body care**. Despite being worth less (4.8 million euros), **make-up products** are interesting in terms of their dynamics, having quadrupled in value over the past year.

"In anticipation of the celebrations that are set to accompany the 50th edition of Cosmoprof Worldwide Bologna next year, as well as marking 50 years of Cosmetica Italia, Cosmoprof Asia has confirmed the privileged platform the business enjoys in Asia - comments **Fabio Rossello**, president of Cosmetica Italia - The unwavering dedication of Italian companies to the needs of international customers has allowed our exports to Asia, and so to Hong Kong, to maintain very positive results. Our association supports the internationalisation of businesses by monitoring and analysing the evolution of consumer tastes and choices, taking the specific features of the various markets into consideration: we simply need to think of the consistent demand from Hong Kong for **alcohol-based perfume products**, which accounts for more than 46% of exports from Italy (on average, Italian exports of alcohol-based perfume products to foreign markets represent 24% of total exports). This is a selective market that recognises the quality and efficacy of service offered by Italian companies."

Cosmetica Italia is the national association of cosmetics companies, uniting approximately 500 companies which together represent 95% of the Italian cosmetics market. Cosmetica Italia is a member of Confindustria, the General Confederation of Italian Industry. Turnover for the sector exceeded €10 billion in 2015.

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Fast Facts

Some data may help to better understand the value of the sector: our country is fourth for cosmetics markets after Germany, the United Kingdom and France with **35,000 people employed**, which total 200,000 counting downstream activities.

54% of those employed in the sector are **women** (about 19,000), while the manufacturing industry average is stable at 28%. The total number of **university graduates** among the employed is 11% against a national average of 6%, and the women with a university degree number about 1,700, 45% of those with university degrees in the sector. In addition to workers specialized in pharmaceutical chemistry and cosmetology, many are specialized in economy and marketing.

Regarding **innovation and technology, the research and development** that the cosmetics companies in Italy invest is about 7% of the turnover against a national average estimated to be about 3%.

Moreover, let's not forget that cosmetics covers 44% of **investments in communication** of "non food" assets, and that 60% of the makeup distributed in the world is produced in Italy.

The **export/production ratio** was equal to 38% at year-end 2015, but there are still wide margins for the sector's internationalization processes. Since 2000 the growth of exports has been higher than the growth of the cosmetic demand, testifying the rise of the Italian competitiveness in this field.

To accompany increasingly evolved and alert consumers in their research for highly reliable and technically functional cosmetics, the website **Abc cosmetici** (www.abc-cosmetici.it) provides information that improves knowledge about cosmetic products and their ingredients.

Since 2006 under the patronage of Cosmetica Italia, **La forza e il sorriso – L.G.F.B. Italia Onlus** has been organizing beauty workshops free of charge for women undergoing cancer treatment. Adopting the example of the international Look Good...Feel Better project established in the US, the number of host organizations taking part in the project is distributed across Italy and increasing constantly.