

COSMETICA ITALIA EVENTS AT COSMOPROF WORLDWIDE BOLOGNA 2018

Events and Conventions

Thursday, 15th March

Numbers, trends and market value of cosmetics

Italian cosmetics: which opportunities on international markets?

Presentation of the book "NEL COSMETICO. Dalla scienza, la bellezza"

("COSMETICS. From science to beauty")

3 pm – 4.30 pm, Service Centre – CosmoForum

Friday, 16th March

International convention

Natural and organic cosmetics: science, communication and consumers

10 am – 1 pm, Sala Italia – Congress Palace

Numbers, trends and market value of cosmetics

The voice of consumers

Dermocosmesis through the channels: the Italian and European perspectives

3.30 pm – 4.15 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

The beauty influencers community – ACE4Beauty

4.30 pm – 5.30 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

Saturday, 17th March

"Green" cosmetics. The evolution of distribution channels, tendencies and consumer behaviour

10.30 am – 12 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

The 10 most innovative cosmetic products

12 pm – 12.30 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

Numbers, trends and market value of cosmetics

Analysis of online purchase behaviour in cosmetic products

Places, Perceptions and Emotions: a language of feelings on digital platforms for cosmetics

12.30 pm – 1.30 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

The sustainability imperative: innovation and new business models to respond to market expectations

2.30 pm – 4 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

Sunday, 18th March

ABC Cosmetici Meetings. Presentation of the book "NEL COSMETICO. Dalla scienza, la bellezza"

("COSMETICS. From science to beauty")

10 am – 5 pm, Cosmetica Italia Lounge – Pavilion 21/22 – Mezzanine Floor

Evolutionary overview of the industry

Mapping and census of cosmetology channels

Beauticians as seen by consumers

La Forza e il Sorriso Onlus: collective social responsibility project of the cosmetics industry for women undergoing cancer treatment

10 am – 11.30 am, Cosmoprof OnStage (formerly CosmoTalks)

Monday, 19th March

Round table discussion promoted by the Camera Italiana dell'Acconciatura

Generation gap. How to look to the future drawing on the experience of leaders

10.30 am – 12 pm, Service Centre – Sala Notturmo

Institutional presence

From Thursday, 15th March to Monday, 19th March

Accademia del Profumo
Service Centre

From Thursday, 15th March to Sunday, 18th March

Cosmetica Italia Lounge
Pav. 21- 22 Mezzanine Floor

Contract Manufacturing Group
Pav. 18 – Stand A28 - B27

From Friday, 16th March to Monday, 19th March

HairRing - Camera Italiana dell'Acconciatura
Pav. 35 - Stand D55 E58

Cosmetica Italia Press and Communications Office

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