

PRESS RELEASE

Cosmetica Italia at Cosmoprof Bologna 2020
The voice of the national cosmetics industry
describes the sector

Milan, 5 February 2020 – The leading international event for the cosmetics industry is back: Cosmoprof Bologna is ready to open its doors for the 53rd edition of the fair, and Cosmetica Italia, along with its historical partner BolognaFiere, is set to present a **rich calendar of events** to meet the needs of the various players in the beauty supply chain.

The Association, which will be present for the entire duration of the fair with a lounge in the Service Centre (block D, 1st floor), will hold the **International Conference** on Friday 13 March, the opening day of the event - a much-anticipated moment which is set to explore the themes of packaging and sustainability, led by the Technical and Regulatory Dept., and with the participation of the journalist Marialuisa Pezzali as moderator (*The cosmetics industry looks towards the packaging of the future* - 10 a.m., Volvo Congress Center/Palazzo Congressi).

Economic data on the performance of the sector, analyses of the main trends and speeches by experts will be coordinated by the Cosmetica Italia **Statistics Dept.** throughout the entire duration of the event. For some of the **groups** will also be planned events on issues related to the specific channels of reference. On Saturday 14 March, it will be the turn of the Herbalist's Cosmetics Trade Group (*How natural cosmetics are created*, 10.30 am, Cosmetica Italia Lounge), followed by the Cosmetics for Beauty Salons Group (*The professional beauty channel, from digital engagement to the value of the average transaction* - 11 am, Onstage) and on Sunday 15 March, the Professional Products for Hairdressers Group (*The professional hairdressing channel: supply chain opportunities* - 12.30 pm, Cosmetica Italia lounge).

Meanwhile, *Meet & Greet* is the event that will enable visitors to meet representatives and gain a deeper understanding of the activities that are part of the **Beauty made in Italy program**, launched in collaboration with ITA – Italian Trade Agency to offer new business opportunities to Italian companies (Saturday 14 March, 3 pm - Cosmetica Italia lounge).

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The Network of Masters in Cosmetology, promoted by Cosmetica Italia, will present a new book, **La vera bellezza** (*True Beauty*), the result of a project designed to take an educational approach to themes that are highly topical for cosmetic companies and that are often brought to the attention of the public at large, which presents these issues from a scientific perspective (Friday 13 March, 3 pm - Cosmetica Italia lounge). Thanks to the contribution of the students enrolled in eight higher education courses, and under the guidance of their directors, a number of clichés from the world of cosmetics will be explored and clarified.

For the second year running, **La forza e il sorriso** will be present at the Service Centre (C/D blocks), the heart of the event, with *Beauty Gives Back hosted by Boutique*, Cosmoprof's charity corner, providing visitors to the fair with the opportunity to take home an assortment of beauty products in exchange for a small donation. All funds raised by the initiative will go to support the free beauty workshops provided for women undergoing cancer treatment, organised by the non-profit organisation throughout Italy with the patronage of Cosmetica Italia.

The **Accademia del Profumo** will also be present at the Service Centre (block D); in 2020, it will be celebrating 30 years of activity, and at this event, will be telling the story of the olfactory, cultural and social evolution of the world of perfume, through storytelling on the various social media channels and a photographic-sensory exhibition which is touring Italy; this will also highlight the "specialities" of the territory that are used in the perfume industry. An area dedicated to the celebrations will allow visitors to catch an exclusive first glimpse of the video made for the anniversary, discover the various stages of the exhibition, receive an exclusive save-the-date as a gift, and "immerse" themselves in the new floral visual, sharing the experience on social media.

The **Camera Italiana dell'Acconciatura** will also be in attendance, with hair stylists under the age of 25 showing off their skills in the Hair Ring (Sunday 15 and Monday 16 March, in the Spazio Joy in the Volvo Congress Center/Palazzo Congressi). On Monday 16 March, the round table event coordinated by Camera will take place, entitled *The salon business: the testimonies that look to the future* (10.30 am, Cosmetica Italia lounge).

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"Cosmetics are essential products in everyday life for well-being and self-care, and similarly, the cosmetics industry is a fundamental component of the entrepreneurial fabric of our country. The figures confirm this: with 35,000 employees, rising to 200,000 across the entire beauty industry, a constant focus on innovation and research with investments that are twice the national average, the cosmetics sector, according to forecasts, has a global turnover of 11.6 billion euros, with a strong emphasis on foreign markets." - comments the president of Cosmetica Italia, **Renato Ancorotti** - "Our collaboration with BolognaFiere enables us to fully express the value of our companies all over the world with the Cosmoprof format, and Bologna in particular is an essential date for all operators in the sector, as well as an opportunity to draw the attention of institutions to the exceptional nature of our sector."

Where to find Cosmetica Italia at Cosmoprof:

Institutional Lounge

Service Centre – Block D, 1st floor

Collettiva Contract Manufacturing Group

Pad. 18, A28-B27 (Cosmopack)

Cosmetica Italia Servizi

Pavilion 18, stand A24 (Cosmopack)

Cosmetica Italia Lounge

Cosmetica Italia – The personal care association

Founded in 1967, Cosmetica Italia is the national association of cosmetics companies that brings together over 560 businesses, from SMEs to multinationals, who represent 90% of the sector's turnover of 11.6 billion euros.

www.cosmeticaitalia.it | Facebook: [@CosmeticaItaliaAssociazione](https://www.facebook.com/CosmeticaItaliaAssociazione) | LinkedIn: [Cosmetica Italia](https://www.linkedin.com/company/cosmetica-italia) | Youtube: [Cosmetica Italia](https://www.youtube.com/channel/UC...)

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THE CALENDAR

From Thursday 12 to Monday 16 March

Accademia del Profumo
Service Centre, Block D

From Thursday 12 to Monday 16 March

Beauty Gives Back hosted by Boutique
Fundraising event in support of La forza e il sorriso
Service Centre, Block C/D

Sunday 15 and Monday 16 March

Hair Ring exhibitions: total looks by hair stylists under the age of 25
Spazio Joy at the Volvo Congress Center (Palazzo Congressi), stand 211

Thursday 12 March

Numbers, trends and values in cosmetics
1.00 - 2.00 pm, Cosmetica Italia lounge

Friday 13 March

International Convention *The cosmetics industry looks towards the packaging of the future*
Materials, studies and strategies to address the challenges posed by sustainability
10.00 am - 1.00 pm, Volvo Congress Center (Palazzo Congressi) – Sala Italia

Numbers, trends and values in cosmetics
2.00 pm - 3.00 pm, Cosmetica Italia lounge

Presentation of the book *La vera bellezza*
By the Network of Masters in Cosmetology promoted by Cosmetica Italia
3.00 pm - 4.00 pm, Cosmetica Italia lounge

Saturday 14 March

How natural cosmetics are created
10.30 am - 12.00 pm, Cosmetica Italia lounge

The professional beauty channel, from digital engagement to the value of the average transaction
11.00 am - 11.45 am, Onstage – Beauty Forum Gallery

Jewellery, fashion and beauty: the consumer and influences in the retail world
11.45 am - 12.00 pm, Spazio Joy stage at the Volvo Congress Center (Palazzo Congressi)

Meet & greet (meeting with representatives from the US Beauty Desk in New York)
3.00 pm - 5.00 pm, Cosmetica Italia lounge

Sunday 15 March

The professional hairdressing channel: supply chain opportunities
12.30 pm - 1.30 pm, Cosmetica Italia lounge

Monday 16 March

Round Table chaired by the Camera Italiana dell'Acconciatura
The hairsalon business: the testimonies that look to the future
10.30 pm - 12.00 pm, Cosmetica Italia lounge

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