

## PRESS RELEASE

### **Cosmoprof Asia 2015: Cosmetica Italia celebrates 20 years of the *kermesse***

*Hong Kong, 11-13 November 2015* – Once again, Cosmetica Italia confirms its presence at this year's Cosmoprof Asia trade fair, which will run from 11 to 13 November at the **Hong Kong Convention and Exhibition Centre**.

This edition marks the **20th birthday** of the *kermesse*, which is second in the world after Cosmoprof Worldwide Bologna, reaffirming its position as the favoured platform for businesses in Asia. This year, the exhibition space will span an area of **over 84,000 square meters, hosting 2,502 exhibitors from 45 different countries**. Over the years, Cosmoprof Asia has established itself as a key event in the international calendar: indeed, this year more than 64,000 visitors are expected.

This edition will also be a special one for our country - alongside the US, Italy will be assuming the role of **country of honour**. The **Red Party**, due to take place on November 11 at 18:30, will be another opportunity to celebrate the 20th anniversary of the event and to fête the countries of honour.

Cosmetica Italia and **ITA-Italian Trade Agency, with the financial support of the Italian Ministry of the Economic Development**, have organised a rich communications programme to support the commercial activity of the **107 Italian companies exhibiting at the fair**, 53 of which are Cosmetica Italia associates; these initiatives have contributed to highlighting the excellence of Italian cosmetics companies, and their competitiveness within a global market.

In association with **Promos**, the special agency of the Milan Chamber of Commerce, **Cosmetica Italia has also organised an Italian group participation of 41 companies (Hall 1E, 3G and 5G)**.

Indeed, the Italian industry is placing increasing emphasis on internationalisation processes; **the increase in exports** over the course of 2014 testifies to this. Exported Italian cosmetics are now worth more than **€3.33 billion, an increase of 4.9%**.

Overall, exports of Italian cosmetics to Asian markets in 2014 exceeded **€593 million** (+6% over 2013); **Hong Kong** in particular - the leading end market for export in central-eastern Asia - is worth **€112 million (+1.9% over the previous year)**.

Of this figure, more than €53 million is attributable to **alcohol-based perfume products** and more than €50 million to **products for body care**. With a lower sales volume (over €700 thousand), yet interesting in terms of dynamics, are **oral hygiene products**, sales of which have increased by over 300% over the past year.

"The unwavering attention that Italian companies dedicate to consumer needs has allowed our exports to Asia, and so to Hong Kong, to maintain a fully positive trend - comments **Fabio Rossello**, President of Cosmetica Italia - Our association supports the internationalisation of businesses by monitoring and analysing the evolution of consumer tastes and choices, paying particular attention to the individual characteristics of the various markets: we only need to think of Hong Kong, and of the ongoing demand for **products for facial care and the so-called alphabet creams**, which have become must-have products in the beauty routine of our Asian consumers, in a much more consistent manner than in Europe."

*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 €9.3 billion in 2014.*

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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, France and United Kingdom 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%.

And let's not forget that cosmetics covers 44% of investments in communication of non-food assets and that over 60% of the make-up distributed worldwide is made in Italy.

The export/production ratio was equal to 36% at year-end 2014; contiguous sectors, like shoes, have a ratio of 80%: therefore there are still wide margins for the sector's internationalization processes. Since 1990 cosmetics products export has grown on average by over 5% a year.

To accompany increasingly evolved and alert consumers in their research for highly reliable and technically functional cosmetics, the website [Abc cosmetici](#) 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.