



PRESS RELEASE

THE INTERNATIONAL COSMETICA ITALIA CONFERENCE AT COSMOPROF WORLDWIDE BOLOGNA

A reflection on the interaction between new technologies and
the world of cosmetics

Via Accademia, 33
20131 Milano
C.F. 05901970151

Press Office Cosmetica Italia

Benedetta Boni

ph.: (+39) 02.281773.48
333.8785084

benedetta.boni@cosmeticaitalia.it

Francesca Casirati

ph.: (+39) 02.281773.47
340.1711105

francesca.casirati@cosmeticaitalia.it

cosmeticaitalia.it

Bologna, 17 March 2017 - Cosmetica Italia introduces the events scheduled at Cosmoprof Worldwide Bologna, with the **International Conference** at the Palazzo Congressi on **Friday 17 March (Sala Italia - 9.30 am)**.

The cosmetics of the future: the digital economy and new languages, from ecology to technology is the title of the event which is open to industry experts, stakeholders and the press, designed to explore the interaction between new digital technologies and the world of cosmetics through an analysis of the languages and methods used to distribute information on the internet, as well as looking at how influencers, bloggers, YouTube, apps for tablets and smartphones, social media channels and all other new digital media can influence the world of cosmetics.

*"Our daily habits and thus our consumption choices are being rapidly influenced and changed by the ceaseless move towards digitisation - states **Fabio Rossello, President of Cosmetica Italia** - For cosmetics companies, it is crucial to be able to transmit and consolidate our reputation and values in the world of digital information, social value included: indeed, this is increasingly considered to be one of the trademarks of our industry."*

After the opening addresses delivered by the President of Cosmetica Italia and the President of BolognaFiere, **Franco Boni**, event moderator **Marialuisa Pezzali** (Radio 24) will introduce a Europe-wide overview of the themes of the conference, with contributions from **Carlo Pettinelli** (Director of the DG Grow at the European Commission) and **John Chave** (Director General at Cosmetics Europe).

John Chave is also one of the speakers at the first round table event which is set to involve **Fabio Iraldo** (Research director IEFÉ - Bocconi University), **Marcella Marletta** (Managing Director of medical devices and pharmaceutical services - Ministry of Health) and the Director General of Cosmetica Italia, **Luca Nava**.

In the second part of the conference, **Enrico Giubertoni**, an expert in social media marketing and social media strategy, will introduce the link between cosmetics and the digital world, while the second round table will feature reflections from **Antonio De Nardis** (lecturer in digital innovation), **Guendalina Graffigna** (Director of the ASSIRM Statistics Dept.), **Fabio Rossello** (President of Cosmetica Italia) and **Maurizio Tucci** (President of Laboratorio Adolescenza).