



the consolidated initiative by Cosmoprof Worldwide Bologna involving exhibitors from both Cosmoprof and Cosmopack in specific meetings with highly specialized professional distributors and brands of the key markets for the cosmetic industry.

Within COSMOPRIME a special area in collaboration with Accademia del Profumo will be set up, The Perfume Factory. The area - "powered by Cosmopack" - will take the visitor on a journey to discover the entire supply chain of a fragrance, from olfactory to maceration, from filtration to filling, packaging and cellophane wrapping. A fragrance will be produced in "limited edition" to celebrate the 50th edition of Cosmoprof Worldwide Bologna, thanks to the collaboration of the leading companies of this sector

exhibiting in Cosmopack.

Not-to-be-missed the workshops and round tables with a focus on present and future of the beauty world. CosmoTalks will offer to professionals of the sector a profitable opportunity for highly qualified updates on the retail distribution and the market in general.

COSMOPRIME will be in conjunction with Cosmopack, the target event of the beauty supply chain, held from March 16th to 19th, 2017. This coexistence will allow professional visitors to spend one more day in scheduling B2B meetings and increasing their network. At the same time, business relationships between the beauty industry, exhibiting at Cosmopack, and companies of finished products attending

Cosmoprime will be easier. This initiative confirms the role of Cosmoprof Worldwide Bologna as key business opportunity for both beauty companies and professionals.

The 2016 edition of Cosmoprof Worldwide Bologna has been characterized by record numbers, with more than 200,000 visitors. 2,510 exhibitors attended the show, 73% of them coming from abroad, and 25 Country Pavilions were present, confirming the international leadership of the exhibition. Cosmoprof, organized by BolognaFiere Group, is present in Bologna, in Las Vegas with Cosmoprof North America and in Hong Kong with Cosmoprof Asia, and it involves a total of 6,400 exhibitors and more than 350,000 visitors coming from more than 150 countries in the world.

Cosmoprof Worldwide Bologna plays the role of mediator between beauty companies and new markets, thanks to its international profile. The event can rely on the collaboration of the Italian Ministry of Economic Development and ITA – Italian Trade Agency for all its promotional activities abroad. Cosmoprof can count as well on the partnership with Cosmetica Italia.

To download the list of companies exhibiting in Cosmoprime, please visit our website www.cosmoprof.com For information on the International Buyer Program: Francesca Maturi Buyers and Visitors Coordinator Bologna-Fiere Cosmoprof s.p.a. ph. +39 02 454708224 e-mail: francesca.maturi@cosmoprof.it www.cosmoprof.com

