



250,000 IN BOLOGNA FOR COSMOPROF: EXHIBITORS, BUYERS, VISITORS FROM 150 COUNTRIES.
THE 2016 EDITION COMES TO AN END WITH A GREAT SUCCESS

Bologna, Monday, March 21st – The 49th edition of Cosmoprof Worldwide closed in Bologna with great success. The largest international trade fair dedicated to the world of beauty saw the participation on the opening day by Mr Ivan Scalfarotto, of the Italian Government. The Ministry of Economic Development has included Cosmoprof Worldwide Bologna between the "Fair of international interest" to be promoted and supported thanks to the collaboration with ITA-Italian Trade Agency.

"The real novelty of Cosmoprof - said **Duccio Campagnoli, President of BolognaFiere Cosmoprof** - is that it is a trade show that is continuously growing: this year **250,000 visitors** attended the show, **2,510 exhibitors (+ 5%)**. Bologna lived extraordinary days: without presumption but with pride and satisfaction we can say that Cosmoprof is the largest Italian trade fair in the world and the most important platform for the cosmetics industry, both in Italy and in the world, with editions in Las Vegas and Hong Kong. We have been the architects of a real renaissance of Cosmoprof Worldwide today, in Italy and abroad. Cosmoprof is a formidable international company for more than 60 million of annual revenue. This year, with an overbooking of 110,000 net square meters of exhibition space, we had to add 20,000 square meters of outdoor facilities. Bologna hosted thousands of people, creating large numbers in the field of hospitality and services of the whole industry in Bologna."

A great success has been registered also by Cosmopack. The event dedicated to the beauty supply chain **grew by 5.42%** and was attended by **21,900 professional visitors** from the industry. The conjunction with NUCE - Health World Expo, the event dedicated to nutraceuticals, cosmeceuticals, functional foods and beverages, has been appreciated, and on Thursday 17 and Friday 18 in Bologna the entire production chain of cosmeceuticals was collected.

"The national cosmetics sector, with over 10 billion euro turnover (+ 6.5% in 2015), is able to convey the values of Made in Italy with a winning mix of creativity, innovation and constant attention to the needs of a sophisticated consumers - said **Fabio Rossello, President of Cosmetica Italia** - The 2016 edition of Cosmoprof Worldwide Bologna has offered a new opportunity to confirm the positive 49 years of collaboration with BolognaFiere Group, with a growing success of visitors and services to the exhibiting companies. The visit to the exhibition of the Undersecretary of the Ministry of Constitutional Reforms and Relations with Parliament, Ivan Scalfarotto, has been a proof of the growing attention that even the institutions paid on a sector which stands out in foreign markets for growing exports at double figure (+ 14.3%) and a trade balance of more than 2 billion euros. It is thanks to these synergies that we consolidated a winning strategy."



COSMOPROF
WORLDWIDE BOLOGNA

Some additional data characterizing this edition of Cosmoprof: the Green sector has increased of 22,15%, Hair and furniture sectors grew up to 8.20%, Cosmopack, the section dedicated to the industrial chain, grew by 5.42%, the Nail sector registered a +4%. Finally, the Extraordinary Gallery, the section that houses the niche companies with innovative products and future trends, has grown up to 39.09%.

Cosmoprof Worldwide Bologna is waiting for you in 2017 to celebrate its 50th anniversary, from March 16th (with Cosmopack) till March 20th.