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**COSMOPROF WORLDWIDE  
BOLOGNA 2023**

**SPOTLIGHTS ON  
INGREDIENTS, RAW  
MATERIALS AND  
FRAGRANCES**

Introducing the dedicated exhibiting area, the live interactive event and the special communications initiatives especially designed to celebrate the ingredients world

For more information:

LAURA AGUIATI  
Cosmopack Key Account  
laura.aguiati@cosmoprof.it  
+39 351 1396284

ANNA ZANFRA'  
Cosmopack Key Account  
anna.zanfra@cosmoprof.it  
+39 351 1312492

**COSMOPROF**  
WORLDWIDE BOLOGNA

.....  
**BOLOGNA, ITALY**  
FAIR DISTRICT  
.....

**16 – 18 MARCH 2023**

**COSMOPACK** **COSMO** PERFUMERY &  
COSMETICS

.....  
**17 – 20 MARCH 2023**

**COSMO** HAIR & NAIL &  
BEAUTY SALON

AN EVENT BY



IN PARTNERSHIP WITH



WITH THE SUPPORT OF



**A NEW WORLD FOR BEAUTY**  
**BOLOGNA, HONG KONG,**  
**LAS VEGAS, MUMBAI, BANGKOK**

## COSMOPROF WORLDWIDE BOLOGNA AT A GLANCE

For more than 50 years, Cosmoprof Worldwide Bologna has been the most influential global event dedicated to all sectors of the beauty industry.

Cosmoprof is the proving ground where companies do business, and the perfect stage for the sharpest trend-setters to present breakthrough product launches and innovative solutions.

The event is organized by the **BolognaFiere Group**, one of the top international players in the fairs market, in partnership with **Cosmetica Italia** –the personal care association and with the support of the **Italian Ministry of Foreign Affairs** and **ITA, Italian Trade Agency**.

2023 EDITION

54<sup>TH</sup>

SQM

160,000

2022 VISITORS

220,000+

2022 EXHIBITORS

2,700



[Click here to watch Cosmoprof 2022 post show](#)

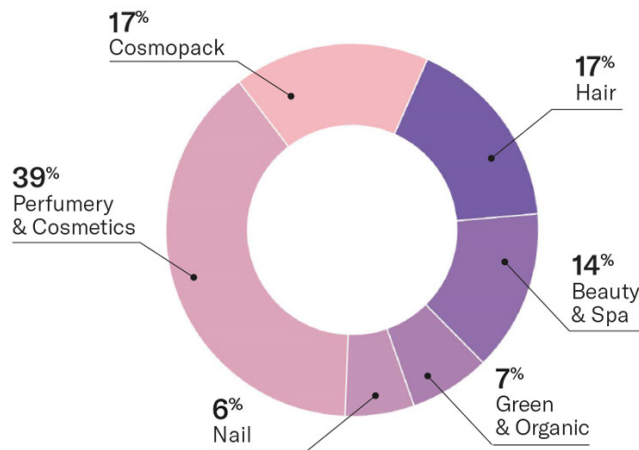
**FACTS & FIGURES 2022**

**EXHIBITORS**

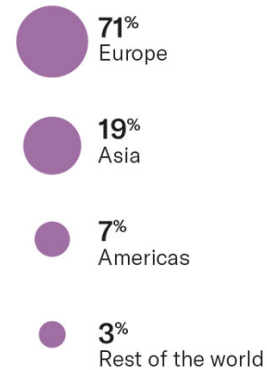
**2,700** Exhibitors → **67%** From all over the world | **33%** From Italy

**70** Countries of origin | **26** Country Pavillions

**Exhibitors Product Sector**



**Exhibitors Origin**

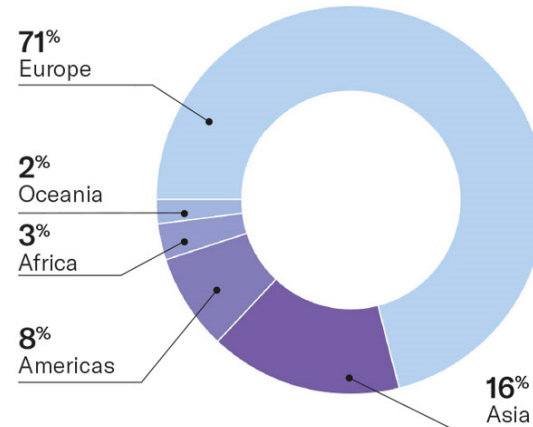


**VISITORS**

**220,057+** Attendees → **48%** From all over the world | **52%** From Italy

**144** Countries of origin | **1,200+** Media (press, bloggers and influencers)

**Geographical breakdown of visitors from all over the world**



**Primary Business Nature**



**Main objectives of visiting\***

1. Looking for the latest from the industry
2. Collecting information of products
3. Finding new suppliers
4. Keeping up to date on the industry
5. Starting Negotiation

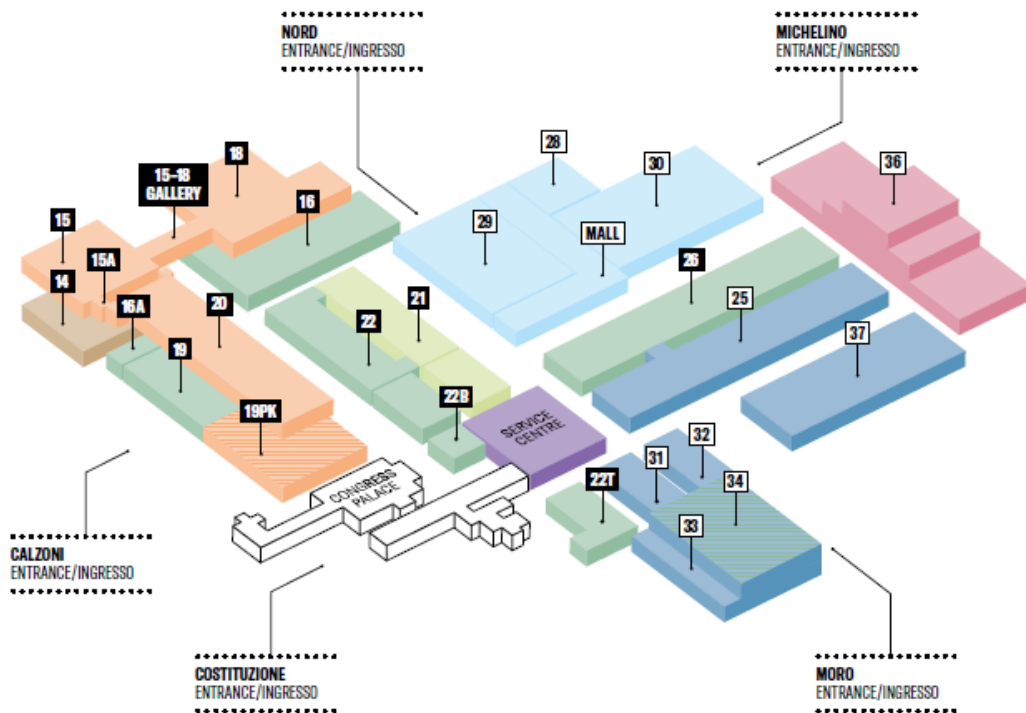
\*GRS Visitors' Survey

**Top 10 countries**

Spain | France | Poland | Germany | UK | Usa | Korea | Switzerland | Netherlands | Turkey

**COSMOPROF WORLDWIDE BOLOGNA AT A GLANCE**

Cosmoprof Worldwide Bologna is a **3-show-event**, each dedicated to specific industries and distribution channels. **Different opening dates** make the visit easier to professionals to maximize business and networking opportunities:



16 - 18 MARCH 2023  
From Thursday to Saturday



The leading international event focused on the entire beauty supply chain.

**INGREDIENTS & RAW MATERIALS, PRIVATE LABEL & CONTRACT MANUFACTURING, PRIMARY & SECONDARY PACKAGING**

**PROCESSING & PACKAGING MACHINES AND EQUIPMENT, AUTOMATION, SOLUTIONS FOR TRACK & TRACE, DATA MANAGEMENT**

**COUNTRY PAVILIONS**



The show dedicated to Perfumery & Cosmetics products distributed in different retail channels.

**COSMOPRIME**  
A selective pavilion that hosts Premium Perfumery & Cosmetics Extraordinary Gallery and Green Prime.

**GREEN & ORGANIC**  
Natural and eco-sustainable green products.

**COSMETICS & TOILETRIES**  
Fragrances, make-up, accessories, skincare and toiletries.

A collection of solutions for the beauty industry, retail and professional products from all over the world gathered under their country flag.

17 - 20 MARCH 2023  
From Friday to Monday



The show hosting exhibitors of finished products ranging from Professional Hair, Beauty & Spa, Nail and accessories.

**PROFESSIONAL HAIR**  
Products, tools, equipment, furnishings and accessories.

**BEAUTY & SPA**  
Cosmetic products, machinery and equipment, decor and fittings for beauty salons and spas, tanning (appliances and products), aesthetic medicine.

**NAILWORLD**  
Nail products, professional nail reconstruction products and treatments for hands and feet, accessories, equipment and services.

## **COSMOPACK: THE BEAUTY SUPPLY CHAIN ON STAGE**

Cosmopack is the **leading international event fully dedicated to the entire supply chain of the cosmetics industry**. It is the event where the supply chain launches its ultimate solutions, promotes innovative services and sets industry trends.

### **PRODUCT CATEGORIES ON DISPLAY**

- ingredients, raw materials & fragrances
- private label, contract manufacturing and full-service solutions
- primary and secondary packaging
- make-up applicators and accessories
- processing and packaging machines, complete lines and equipment
- automation, truck&trace, data management

Raw materials, ingredients and fragrances will be at the core of Cosmopack 2023: discover more about all the special initiatives in the following slides!



## THE ATTENDANCE

For attendees, Cosmopack is a unique opportunity to network with top international suppliers, see and compare cutting edge technologies, get inspired by latest trends, discuss projects with experts.

## ATTENDANCE PROFILE

Entrepreneurs, CEOs, Gms, Brand Owners, Managing Directors of Marketing, Procurement, Product Development, Operations, and R&D departments.

## VISITORS' INDUSTRY SECTOR OF ORIGIN

Make up, hair, skincare, toiletries, oral care, personal care, alcohol products, nail.

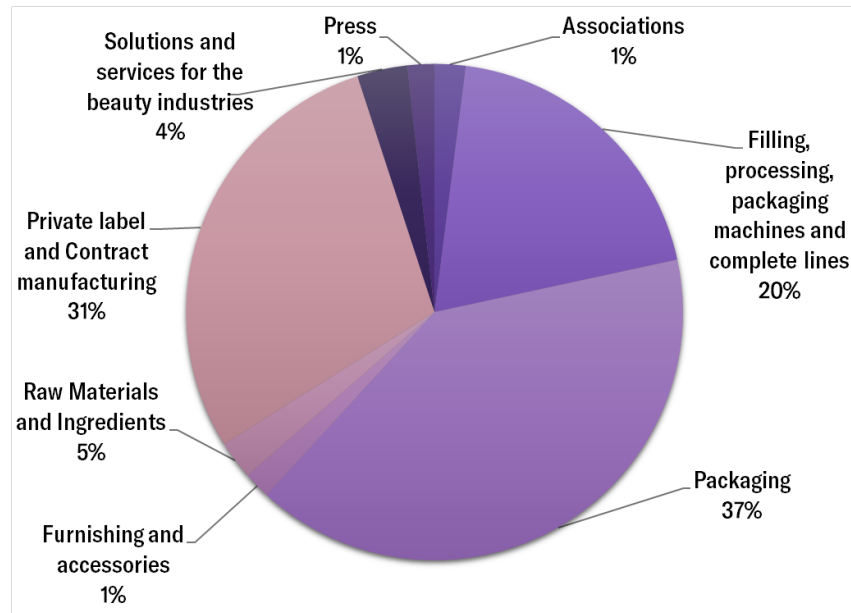


**COSMOPACK 2022 FACTS & FIGURES**

**EXHIBITORS**

**405**

from 33 countries



**SQM**

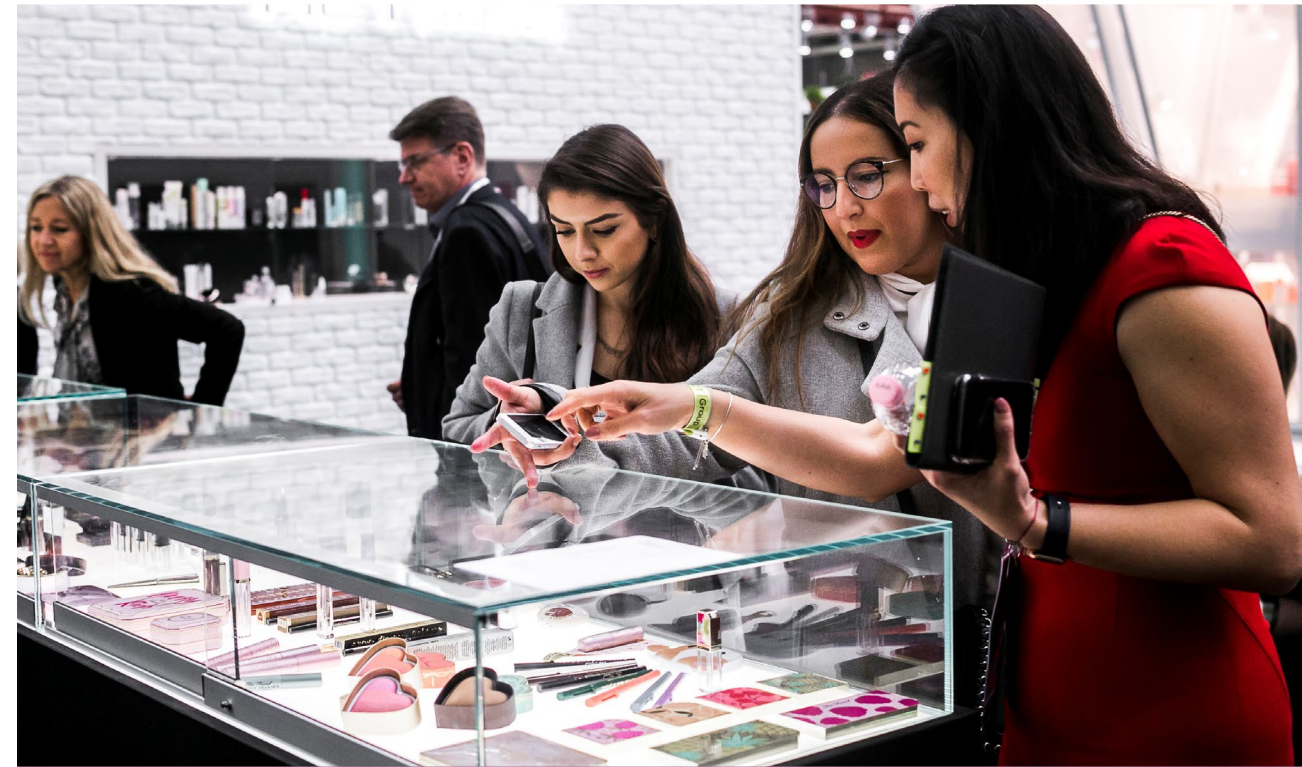
**16,949 net**

+9% on pre-pandemic 2019 event

**2022 ATTENDEES**

**21,000+**

(41% from Italy; 59% from 118 countries)



**MEDIA PARTNERS :**

Beauty Packaging, Bw Confidential, Cosmetic Technology, Cosmetics Business, Cosmetics Design, Cosmetics & Toiletries, Cosmetique Mag, Cossma, Emballage Digest, GCI, Global Retail Magazine, Kosmetica, Italia Imballaggio, News Packaging, Package Design, Rassegna dell'Imballaggio, Tecné/Tecnoscienze, Tendences & Emballages, Web Packaging

**TRENDS AND DESIGN AGENCIES**

A+A Creative Emotion, Beautystreams, Carlin, Centdegrés, Creative Capital, Peclers Paris, Fashion Snoops, WGSN and many others.

## FINDING THE RIGHT MATCH FOR YOUR BUSINESS

At Cosmopack exhibitors meet their customers and **expand their business network** with leading industry key players.

**Cosmoprof My Match**, a sophisticated search engine software, provides a preview of the show, a detailed portrait of every single exhibitor and the list of registered buyers. Our matchmaking solution puts you in touch with potential partners by offering you personalized recommendations based on your needs and expectations. All buyers can also directly search for products, brands and solutions of interest among all exhibitors, while exhibitors can scout for the registered buyers and ask for a meeting.

Thanks to this platform, it is **easy to contact potential clients directly before the show** and **to plan your agenda of meetings in advance** to better manage the appointments during the event.



## SOME OF THE 2022 BUYERS ATTENDING THE SHOW

& Other Stories, As Watson, Avon, Beiersdorf, Benefits, Bolton Group, Bottega Verde, Bullfrog, Chanel Parfums Beaute, Charlotte Tilbury Beauty, Christian Dior Parfums, Collistar, Coty, Deborah, Dolce & Gabbana Beauty, Dr. Babor, Esskay Beauty Resources P, Estee Lauder, Face Gym, Galderma Pharma, Givenchy Parfums, Groupe Rocher, Gucci, H&M Hennes & Maurits, Hermès Parfums, Johnson & Johnson, Kemon, Kendo Brands, Kiko Milano Cosmetics, Korff, Koss Cosmetics, L.Manetti & H. Roberts, L'Oreal Group, Lancaster Group, L'Erbolario, Letsfaceit Nordic, Lewanna, Lh Cosmetics, L'Oréal Group, Lvmh, Mac Cosmetics, Maison Maïssa Parfums Paris, Manetti & Roberts, Mavive, Maybelline, Mecca Brands, Mind Naturals, Msc Cruises, Natura & Co, Nobile 1942, Notino, Opto, Oriflame Cosmetics, Origine Spa, Ovs, Parfums Christian Dior, Perfect Corp, Pierre Fabre Dermo Cosmetique, Primark, Proya Cosmetics, Puig, Puig, Qc Terme, Qvc, Revlon, Rituals Cosmetics, Sephora, Shoppers Drug Mart, Smallable, Supergoop!, Supernova Brands, Suzie Wokabi, The Estée Lauder Companies, The Tjx Companies, Tiny Associates, Tjx Europe, Tricobiotos, Twincare International, Unilever, Universal Beauty Group, Urban Decay, Weleda, Wella, Wella Italia, Zara, Zuccari.



## EVENTS & SPECIAL PROJECTS

Beside the exhibits, Cosmopack offers an array of value added initiatives to make business while keeping up with market trends and getting insight on key industry themes and challenges.

### COSMOPACK *Awards*

The Cosmopack Awards celebrate innovation and honor excellence in packaging design and formulation. The Awards formally recognize the absolute best presented by Cosmopack exhibitors.

### COSMO TALKS

Our Cosmotalks conference program spotlights beauty most influential global leaders as partners and speakers, sharing insights, industry trends, and what will continue to redefine the industry in the future.

### NEW 2023

The 2023 edition of Cosmopack will be dedicated to the increasingly central role of **ingredients and raw materials** in the process of creating a cosmetic product.



## THE NEW SPECIAL AREA DEDICATED TO RAW MATERIALS, INGREDIENTS AND FRAGRANCES

The **Cosmopack** exhibition already hosts **excellence** in the field of essential oils, plant extracts and essences for the beauty industry.

Our aim is to expand the offer and create **an area dedicated exclusively to this specific sector**, in order to respond to the **ever-increasing demand for solutions** either from exhibiting companies and visiting brands.

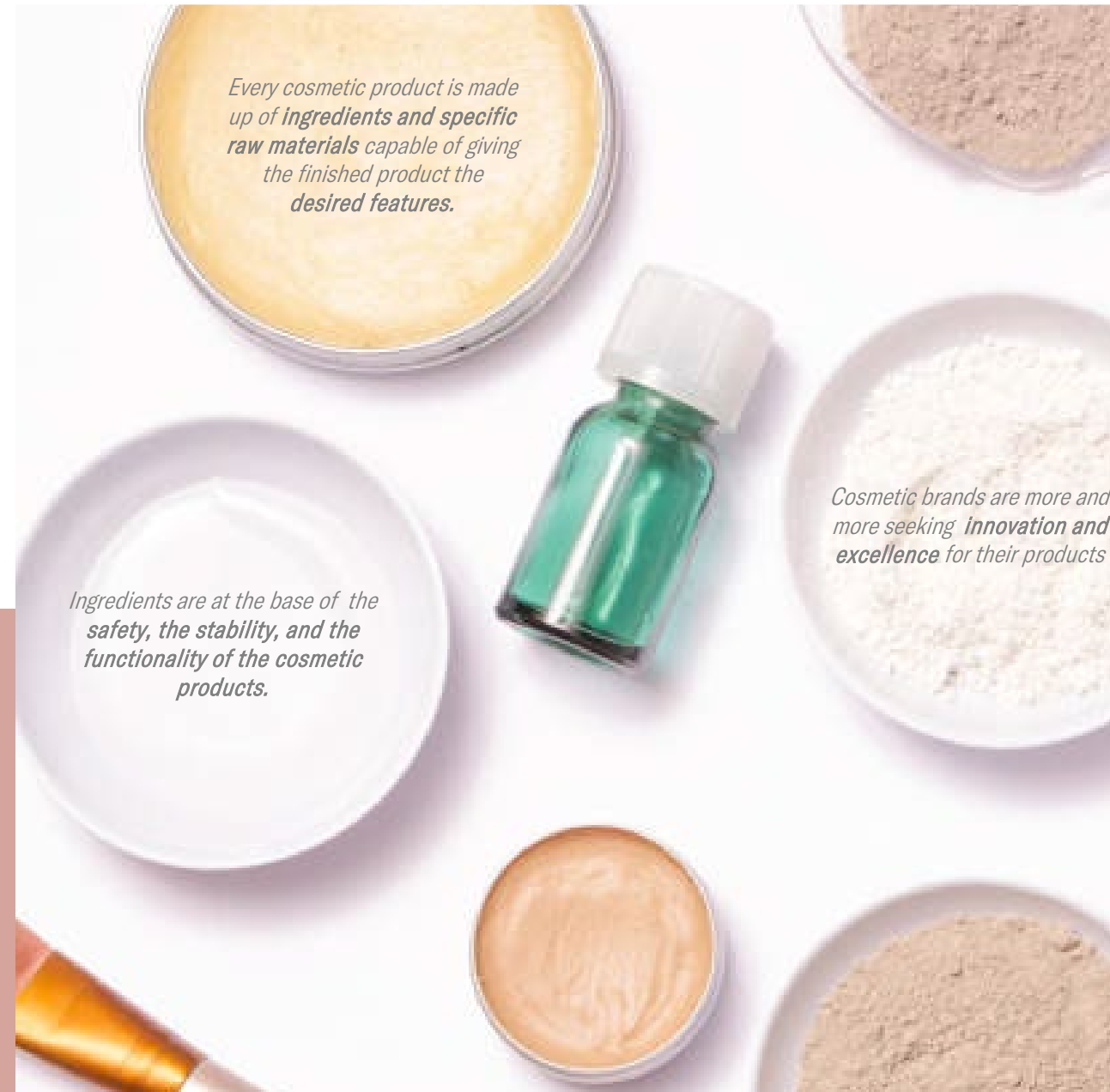
This area will be dedicated to the promotion of companies producing raw materials including active and functional ingredients:

- Anti-Ageing / Anti-Wrinkle
- Emulsifiers
- Botanicals / Essential Oils / Plant Extracts
- Natural Actives)
- Emollients / Oils/ Fats
- Moisturisers
- Preservatives
- Anti-Inflammatory / Anti-Irritants / Soothing Agents
- Antioxidants / Radical Scavengers
- Anti-pollution
- Fragrances
- UV Filters
- Polymers

*Every cosmetic product is made up of **ingredients and specific raw materials** capable of giving the finished product the **desired features**.*

*Ingredients are at the base of the **safety, the stability, and the functionality of the cosmetic products**.*

*Cosmetic brands are more and more seeking **innovation and excellence** for their products*



## FEATURES OF THE DEDICATED EXHIBIT AREA

Strategically located in **Hall 20 of Cosmopack**, the **area dedicated to raw materials, ingredients and fragrances** will benefit from:

- various **ad hoc exhibit formulas**;
- the **synergy of this area with the special project CosmoFactory** that in 2023 will focus on the increasingly central role of ingredients and raw materials in the process of creating a cosmetic product and on the impact of traceability in the beauty supply chain;
- **specific technical attendance from R&D departments** of private labelers, subcontractors, and brands;
- a **dedicated multichannel promotion**;
- **in-depth talks** that will bring industry experts together to discuss the latest innovations in raw materials and ingredients worldwide.



## EXHIBIT PACKAGE DESCRIPTION

Exhibitors can choose among four special exhibit formulas:

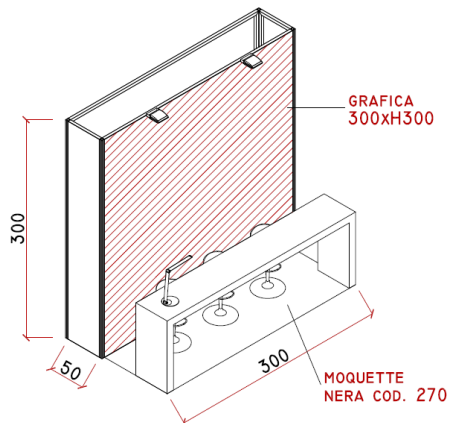
### 1 VISUAL IMPACT

6 sqm (3x2) with desk, stools and a 3x3 eye-catching cover-up back wall graphic.

**A no stress way to exhibit and communicate your activity!**

**€ 3.500\* + VAT (when applicable)**

\*Registration fee and power package included



### 2 COMPACT READY STAND

12 sqm (4x3) of carpeted space, white walls, table and chairs, spotlights, power, shelf/display cube.

**A low-cost all-inclusive exhibit solution!**

**€ 5.000\* + VAT (when applicable)**

\*Registration fee and power package included



### 3 REGULAR READY STAND

16 sqm (4x4), fully equipped stand, including space, stand structure, fittings, and spotlights.

**The classic turn-key solution!**

**€ 7.500\* + VAT (when applicable)**

\*Registration fee and power package included



### 4 DO IT YOURSELF

Raw space only

Registration fee, stand structure, carpet, electrical package, and electrical box connection are excluded

**You can design and build your own booth!**

**Formula applicable from 15 sqm at € 252/sqm**



## MARKETING OPPORTUNITIES INCLUDED

- **1 dedicated EDM** featuring Raw Materials exhibitors to pre-registered visitors
- **Inclusion in the Press Release** distributed to the Cosmoprof media list
- Promotion of the Area on **Cosmoprof website and official accounts**
- **Access to Cosmoprof My Match**, the matchmaking software that makes it easy to identify the best business partners and organise a personalized agenda of B2B meetings in advance.
- **Inclusion in the Cosmoprof Directory** both in **print and digital** form on the Cosmoprof website
- **Advertising page** on the show directory (sold throughout the year)
- **A flyer dedicated to the area** with floorplan and exhibitors list distributed onsite
- **250 codes** to invite your database facilitating the attendance at the fair through a **discount on the official price**
- **Possibility of participating in special projects** aimed at promoting the innovation of exhibiting companies (Cosmoprof Trends, Cosmoprof Awards, Product launches)

