



**COSMOPROF**  
**MARCH 2017**  
**17-20**  
COSMOPACK 16-19  
COSMOPRIME 16-19   
BOLOGNA (ITALY)  
FAIR DISTRICT  
[WWW.COSMOPROF.COM](http://WWW.COSMOPROF.COM)  
A NEW WORLD FOR BEAUTY  
BOLOGNA LAS VEGAS HONG KONG

## **COSMOPROF WORLDWIDE BOLOGNA CELEBRATES ITS 50th EDITION WITH COSMOPRIME**

**Cosmoprof Worldwide Bologna**, the leading international hub for the latest trends in the beauty industry, will celebrate its 50th anniversary from **March 16th to 20th, 2017**, with a brand new project: **COSMOPRIME**, the area in pavilion 19 which will be open to visitors from **March 16th to 19th, 2017**, together with Cosmopack – the international trade fair dedicated to the beauty supply chain.

**COSMOPRIME** is a preview to Cosmoprof Worldwide Bologna 2017. Buyers and distributors attending **COSMOPRIME** in pavilion 19 will have the chance to visit the **Extraordinary Gallery**, Cosmoprof exclusive area where all trends of the beauty universe are on show, with the most innovative companies and brands. In the **Premium Perfumery** masstige exhibitors and brands for the PCT sector will be on stage. **COSMOPRIME** will host the only **International Buyer Lounge** of Cosmoprof Worldwide Bologna 2017, becoming a unique space with a "B2B mood". The International Buyer Lounge will welcome top buyers coming from all over the world, selected as part of the **International Buyer Program**, 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.

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

Within **COSMOPRIME** a special area in collaboration with **Accademia del Profumo** and **Cosmetica Italia – Personal Care Association** will be set up, **The Perfume Factory**. The area - "powered by Cosmopack" - will host the industrial steps of the production of a perfume, a virtual journey that will take the visitor 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. The Perfume Factory will also be the ideal place to celebrate the finalists in 2017 of the **Accademia del Profumo Award** with a location designed for that purpose.

**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 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**.

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.

For further information, [www.cosmoprof.com](http://www.cosmoprof.com)