

# Cosmoprof Worldwide Bologna prepares to reopening to the global community

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**The 53rd edition of Cosmoprof Worldwide Bologna, scheduled from 28 April to 2 May 2022 in Bologna, Italy, is preparing to welcome the international operators of the cosmetic industry for the first in-person event since 2019. The organizers have set up special projects to encourage the presence of Italian and European large-scale retail chains, as well as distributors and importers from the Middle-East and Gulf countries.**

After a two-year hiatus, Cosmoprof Worldwide Bologna (<https://www.premiumbeautynews.com/en/trade-shows-cosmoprof-bologna,19730,en>) is coming back for an in-person event that will host **over 2,700 exhibiting companies**, from 71 different countries. The show floor will feature 34 collective pavilions, including 26 country pavilions.

*"After two years of virtual events, the business community shows great expectations and excitement for the return of the exhibition in real life",* said Gianpiero Calzolari, President of BolognaFiere.

## Buyer Program and Cosmoprof My Match

To offer a fitting program of visits and dedicated services to international operators, **Cosmoprof Worldwide Bologna** (<https://www.premiumbeautynews.com/en/trade-shows-cosmoprof-bologna,19730,en>) has increased investments in the **Buyer Program**, a project that aims to support the participation of selected importers, distributors and wholesalers, and to organize business meetings with exhibitors.

Also, the presence of Italian and European large-scale retail chains and perfumeries, as well as distributors and importers from the area of Middle-East and Gulf countries, is encouraged through special projects with media partners and trade associations.

To optimize the experience at Cosmoprof and organize business meetings beforehand, **Cosmoprof My Match** - the digital match-making platform created by Cosmoprof - will offer live chat and virtual tools that facilitate networking between exhibitors and visitors.

## Facilitate international attendance

The Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency - are offering their support to facilitate the presence of buyers, distributors, importers, and wholesalers from the main markets. Thanks to the funds provided for the extraordinary *Made in Italy* promotion plan, Cosmoprof is organizing a hospitality program and specific services for selected operators.

Recently, a series of new regulatory tools have been adopted to facilitate the access of foreign buyers and exhibitors - including from non-EU countries - to Italian trade shows (more details are available on the Italian Ministry of Health website

(<https://www.salute.gov.it/portale/nuovocoronavirus/dettaglioContenutiNuovoCoronavirus.jsp?lingua=english&id=5412&area=nuovoCoronavirus&menu=vuoto>)).

## Special projects and events

In addition to a rich exhibition offer, Cosmoprof and Cosmopack Worldwide Bologna

(<https://www.premiumbeautynews.com/en/trade-shows-cosmoprof-bologna,19730,en>) will also be completed by a series of special events and projects.

From Thursday to Saturday, the **CosmoTalks** will offer operators and professionals participating in the show with exclusive conferences and seminars, with the contribution of experts from all over the world.

Trend agency Beautystreams will also present its annual **CosmoTrends** report, analysing the proposals of the exhibitors and highlighting the most impacting trends to date and the developments to expect.

Beautystreams will also curate the **Cosmoprof & Cosmopack Awards** project, celebrating the most innovative proposals and the beauty products with the most significant impact on consumers.

In the Cosmopack section of the event, the **CosmoFactory** will be back too. This special project brings on the show floor the entire production process of a specific cosmetic product, from the creation of the formula to the filling in dedicated packaging solutions. The eighth edition of the project will present the **creation and manufacturing process of "Six4all" - a multi-ethnic foundation that combines a neutral base with six shades of colours. The installation will be curated by French-based design agency Centdegrés with the participation of Pink Frogs Cosmetics for the formula of the base and the six shades of colours, Marchesini Group Beauty for the machinery, PennelliFaro with a brush designed specifically for applying the product, Scandolara for the primary packaging, an exclusive aluminium tube, Seriplast A.T. Packaging for the sample size and Gatto Astucci for the secondary packaging - a clutch designed to highlight the quality of the product. The project will involve also Stratasys with its 3D industrial technologies.**

"We understand the importance of returning to the event in person. For the 2022 edition, our goal is to offer a top-quality event to stakeholders, with the most suitable services and tools to deal with the new post-pandemic scenario," said Enrico Zannini, General Manager of BolognaFiere Cosmoprof.