

Cosmoprof Worldwide Bologna to bring beauty to the fore

Return of event, from April 28 to May 2, is a 'sign of optimism' for the cosmetics industry



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(ANSA) - ROME, APR 1 - The beauty and cosmetics industry is gearing up to take centre stage with the 53rd Cosmoprof Worldwide Bologna trade fair, which is set to take place from 28 April to 2 May 2022.

After two years in which it was not possible for people to be physically present because of the pandemic, the initiative provides the opportunity for professionals to meet, discover new things and get updated in a way that is only possible when there is face-to-face contact.

There will be more than 30 pavilions, including the Cosmo|Perfumery & Cosmetics, Cosmo|Hair, and Nail & Beauty Salon macro areas, hosting over 2,700 companies from 70 countries, with 26 country pavilions and buyers from at least 90 countries around the world.

"After two years of stopping the exhibition activities in attendance, the 2022 edition of Cosmoprof Worldwide Bologna is a sign of optimism and confidence in the ability of the industry to restart", said Gianpiero Calzolari, President of the BolognaFiere complex where the fair takes place.

The fair, which was presented in Milan on Thursday, will feature 'Cosmotalks', a programme of topical content to help foresee the development of the beauty market, 'Cosmopack', the only fair that hosts all sectors of the supply chain, and within it CosmoFactory, which takes the whole productive process of a cosmetic product, from the creation to the packaging, into the pavilions.

CosmoFactory will develop the concept of diversity, a characterizing element of the evolution of a multi-ethnic and multicultural society.

CosmoTrends, the report drafted exclusively by the internationally renowned trend agency Beautystreams', returns too.

Then there will be the 'Cosmoprof & Cosmopack Awards' for the best services and highest impact products.

At the Service Center, an ad hoc area will be dedicated to BeautyTech companies, with the most revolutionary innovations, technologies, and apps, including those by six Italian start-ups..

Finally, there is 'Cosmoprime', the selected-entry pavilion devoted to the highest ranges. (ANSA).

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