

9,000 EXPECTED ATTENDEES FOR THE 4TH EDITION OF COSMOPROF INDIA

Mumbai, September 2023: Cosmoprof India, the network event dedicated to the fast-growing Indian market, will be held **from 7 to 9 December 2023** in the **Jio World Convention Centre in Mumbai**.

The coveted show represents the fourth destination of the Cosmoprof network, and has its own unique scale and entity, showcasing all the sectors of the beauty industry from ingredients to finished products and encompassing the entire cosmetics and beauty supply chain.

The 2022 edition had recorded excellent results, hosting 300 exhibiting companies from 12 countries, and 7,500 visitors from 50 countries. Similarly, for 2023, remarkable outcomes are expected: the show has already registered a significant growth with a **+36% of new exhibitors compared to 2022**.

Over 450 exhibitors are expected for the December edition; up to now, 78% of the ones already confirmed are domestic, representing the development of the local industry. Simultaneously, international participation in terms of exhibitors have increased (+19% compared to 2022), thanks to new initiatives from both local and international governments and associations to ensure better connections and networking. As of now, the show has confirmed presence of Italy, Korea, and Taiwan in the form of country and group pavilions and many more are expected to join in due course.

Cosmoprof India will showcase branded finished products beauty salon & spa, equipment and furnishing, perfumery and cosmetics and haircare are the biggest sectors. This correlates with the high demand for personal care, skincare and fragrances in the domestic market due to new consumer habits increasing preference for e-commerce and willingness to pay more for quality.

Side by side, Cosmopack India will host the beauty supply chain. As of today, this segment represents 61% of the total exhibition area, illustrating primary and secondary packaging, as well as OEM, ODM and private label as the most representative sectors on the show floor followed by machinery & equipment and raw materials.

Over 9,000 attendees are expected to congregate at Cosmoprof India 2023 (+20% compared to 2022), and a dedicated buyer program will host key players from India & neighbouring countries, UAE, Saudi Arabia and Europe, which are crucial countries for local import and export.

SPECIAL EVENTS AND PROJECTS

In addition to an elegant exhibition offer, attendees of 2023 will have the opportunity to experience new initiatives and inspiring projects that will enrich stakeholders' experience.

A rich calendar of educational sessions will offer new suggestions and ideas. **CosmoTalks & CosmoForum** will focus on macro-trends, insights, regulations in the beauty industry, involving global analysts, experts, iconic voices & thought leaders sharing their knowhow and expertise. **Cosmo Onstage** will present new treatments and latest products through live demos & performances. This area is mainly dedicated to the professional channel.

To reward the excellence and innovation of stakeholders in the beauty business in India, the **Cosmoprof and Cosmopack India Awards**, in exclusive partnership with the global agency BEAUTYSTREAMS, will celebrate the most outstanding products and cutting-edge solutions among 2023 exhibitors. Winners will be announced on 7th December during a gala event at Hotel Sahara Star.

For the 1st time ever, an extra-ordinary opportunity for Winners in India to showcase their products to the biggest beauty international community gathering at Cosmoprof Worldwide Bologna 2024, next March.

Cosmo W. – Empowering Women is a beloved project of Cosmoprof India. This initiative involves leading and renowned women in the beauty industry joining forces along with Cosmoprof India giving a concrete contribution to women empowerment in its home country.

Furthermore, a selection of top exhibitors, buyers, speakers and country pavilions organizers have been sharing their thoughts as **Cosmoprof India Ambassadors** about the importance of the Indian market for their business and the tools they are managing to boost their activity in the region.

The **Indian Beauty Colours** event, a fashion show, will take place on December 7th. The show will recreate the unique story of the evolution of Indian make-up and style with the use of the Chakra concepts related to colours.

Not-to-be missed the **World Massage Meeting**, which will be held for the 1st time in India, organised in partnership with European Massage Association and Cidesco International, with an emotional and cultural journey from traditional ayurveda massage to modern techniques.

For further information, www.cosmoprofindia.com

About BolognaFiere Group (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art and culture, and boasts one of the most advanced exhibition centres in the world. BolognaFiere Group manages three exhibition centers (Bologna, Modena, and Ferrara) with an exhibition portfolio of over 80 events in Italy and abroad. BolognaFiere Group consists of several companies that offer an extensive range of event services and provide companies with all the specialized services and promotional activities needed to successfully participate in its exhibitions.

About BolognaFiere Cosmoprof (www.cosmoprof.com)

BolognaFiere Cosmoprof is the organizer of Cosmoprof events worldwide. Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2023 edition, Cosmoprof registered more than 250.000 attendees from 153 countries in the world, and 2,984 exhibitors from 64 countries. Cosmoprof Worldwide Bologna 2024 is scheduled from March 21 to 24, 2024, in Bologna – Italy. Cosmoprof B2B format is constantly able to support companies and stakeholders in their business all over the world with specific tools and initiatives adapting to each market. The Cosmoprof platform extends throughout the entire world, with Cosmoprof North America, Cosmoprof CBE ASEAN, Cosmoprof India, and Cosmoprof Asia.

About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com

About Informa Markets and our business in India

Informa Markets is owned by Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Informa Markets in India (formerly UBM India) is India's leading exhibition organizer, dedicated to help specialist markets and

customer communities, domestically and around the world to trade, innovate and grow through exhibitions, digital content & services, and conferences & seminars. Every year, we host over 25 large scale exhibitions, 40 conferences, along with industry awards and trainings across the country; thereby enabling trade across multiple industry verticals. In India, Informa Markets has offices across Mumbai, New Delhi, Bangalore and Chennai. For further details, please visit – www.informamarkets.com/en/regions/asia/India.html

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