

COSMOPROF
INDIA MUMBAI

PREVIEW

Organised by:



SEPTEMBER 2018
10TH - 11TH
MUMBAI

SAHARA STAR HOTEL
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A NEW WORLD FOR BEAUTY
BOLOGNA LAS VEGAS HONG KONG MUMBAI

COSMOPROF INDIA PREVIEW

10TH-11TH SEPTEMBER 2018 – SAHARA STAR HOTEL – MUMBAI, INDIA
The new event for the international beauty community

UBM India and Bologna Fiere are launching COSMOPROF INDIA PREVIEW
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Mumbai, February 2018 – Bologna Fiere, one of the leading International exhibition organizer and UBM India, India's leading B2B exhibitions organizer are joining hands to launch COSMOPROF INDIA, the new event for the International beauty community. Scheduled in **Mumbai for 10 and 11 September 2018** at the **Sahara Star Hotel**, the COSMOPROF India Preview will represent a new opportunity both for brands of finished products, especially for Cosmetics & Toiletries, Beauty Salon, Hair, Nail and Accessories, and for the supply chain, with the leaders in raw materials and ingredients, contract manufacturing and private labels, applicators, primary and secondary packaging.

With successful, signature trade shows in Bologna, Las Vegas and Hong Kong, which cumulatively involve **over 360,000 professionals and 9,000 companies from across the world**, the Cosmoprof platform is all set now to enter India, a dynamic, growing market for the beauty sector. With a 60 per cent increase in consumption over the last 5 years and an overall value constantly increasing, the market in India is expected to reach a target 20 billion dollars by 2025.

Cosmoprof India, which will be in the form of a Preview show this year, will be a reference event not only for the entire Indian beauty business community, but for the international beauty industry as well. In addition to the traditional expo the show will prominently feature 'Cosmotalks' -- a series of seminars focusing on key issues of the beauty sector by renowned industry players and experts the seminars will offer a unique opportunity to deepen knowledge and gain insights on Indian market trends, raw ingredients required by the local industry, and specific regulations for entering the market. The presence of experts, thought leaders and international influencers guarantees the quality of the scheduled knowledge sessions.

To increase business opportunities during the event, the show will include an **International Buyer Program** by Cosmoprof Worldwide Bologna that will facilitates B2B meetings between companies, distributors, buyers, importers and suppliers from India, United Arab Emirates and South East Asia.

Speaking at the announcement of COSMOPROF INDIA, Mr. Yogesh Mudras, Managing Director, UBM India said, *"We are extremely excited to bring brand Cosmoprof to India, backed by the immense knowledge and expertise of a coveted international brand like Cosmoprof Worldwide, that so far showcases exclusively in Las Vegas, Bologna (Italy) and Hong Kong -- Mumbai is slated to be the fourth city.*

He added, "Currently the market share for the Indian Cosmetics Industry stands at \$ 4.6 billion out of the global \$274 billion. The rising awareness of beauty products, increasing premium on personal grooming, changes in consumption patterns and lifestyles and improved purchasing power of women, among others promises exciting times for the personal care industry. thereby offering extensive opportunities for domestic and international players. It's no wonder then that the beauty industry is looking towards a market value that is estimated to treble in size by 2035. In India, the industry is growing rapidly at a rate of 13-18 percent, much more than that of US or European markets. The Cosmoprof brand will bring immense value to beauty and cosmetics professionals in India to reap the benefits of the advantageous market in a structured manner."

"Cosmoprof Worldwide Bologna, the leading B2B format for the development of the beauty sector, continues to increase its internationalization and brand promotion activities in key markets – says **Gianpiero Calzolari, President of Bologna Fiere Group**. "With Cosmoprof India we are adding a new event to our international platform, facilitating business opportunities for leading international companies".

The next Cosmoprof India rendezvous will be at the Sahara Star Hotel on September 10th and 11th to discover new future developments of the cosmetic industry and how the sector will adapt to the needs of India, a market with a high potential.

For further information, <http://www.cosmoprof.com/about-us/cosmoprof-international-platform/>

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