



## 7,500 VISITORS FROM MORE THAN 50 COUNTRIES ATTENDED THE THIRD EDITION OF COSMOPROF INDIA

**Mumbai, October 6-8, 2022:** Cosmoprof India 2022 has come to an end with highly positive results.

The ideal B2B event for the fast-growing and rapidly evolving beauty market in India has been attended by **7,500 stakeholders from more than 50 countries**. Great participation has been registered from Saudi Arabia, UAE, and USA.

**More than 300 renowned brands from 12 countries** presented their latest novelties at **Cosmoprof India 2022** held at the **Jio World Convention Centre** in **Mumbai**, a stunning landmark for India, in a prime location for business, over an **expansive exhibition area of up to 10,500 square meters**.

To add further to the international appeal of the exhibition, the **Italian Trade Agency (ITA)** attended with 15 Italian companies, showcasing the best proposals of *Made in Italy* beauty at the show. **Investment NSW** invited some of Australia's most innovative and amazing brands from Skincare, Wellness and Nutraceuticals industries with 9 exhibiting companies at the Cosmoprof India 2022. **More than 1,500 meetings** were scheduled through the B2B platform of Cosmoprof India, thus confirming the role of the exhibition as a strategic hub for business and networking.

For the first time, **Cosmoprof India** was held in conjunction with **Cosmopack India**, offering beauty stakeholders a complete overview of both. While Cosmoprof showcased top finished product brands especially for Perfumery, Cosmetics & Toiletries, Beauty & Spa, Hair Care, Nail and Accessories, Cosmopack witnessed leading suppliers in Raw Materials & Lab, Contract and Private Label Manufacturing, and Packaging. The conjunction between the two shows, which is one of the main features of the events of the Cosmoprof international platform, facilitated business meetings and new commercial partnerships.

### SPECIAL EVENTS AND INITIATIVES

Organized by BolognaFiere Group and Informa Markets in India, Cosmoprof India offered attendees a high-performing experience, with exclusive access to brand-new proposals from leading brands, original trends and market research, live demos, and avant-garde beauty treatments, all under one roof.

Highly recognized international trend agencies such as BEAUTYSTREAMS, WGSN, MINTEL and EUROMONITOR INTERNATIONAL took part in the CosmoTalks calendar, involving 427 attendees in 12 sessions during the 3 days of the exhibition, and shared their views on future trends, new emerging dictates for the Indian market, and new approaches to sustainability.

Live shows and demo sessions presented by Cosmoprof India exhibitors took place in **Cosmo Onstage**, bringing inventive beauty technologies and new launches to life from both local distributors and international players.

In addition to the three-day exhibition, **Cosmoprof India Awards**, a special project of the Cosmoprof network curated by the international trend agency BEAUTYSTREAMS, celebrated the best products, designs, and innovations of Cosmoprof and Cosmopack India. A prestigious jury of experts from all the world selected the best in beauty in India among the exhibitors of the 2022 edition. Winners were announced during The Awards Ceremony, held on October 6th at the Hotel Sahara Star, an event of Cosmoprof India along with Colorbar – The Makeup Partner, Beauty Garage – The Hair Partner, Kewin Murphy - associate partner and Vaishali S – The Couture Partner. The categories and winners of the Cosmoprof India Awards 2022 are:

- **THE TRANSFORMER Preparing Mist & SKIN CENTRIC Serum Foundation** (B.KOLORMAKEUP & SKINCARE S.p.a. SB Benefit Corporation - India) for the category **“Formulation and Packaging design”**
- **Natural Gentle Strengthening Shampoo** (Sustaina Srl - India) for the category **“Hair”**
- **ELAN professional line Eyebrow and Eyelash Flexing Expert System "SUPERSONIC"** (Elan Cosmetics General Trading Co. LLC - United Arab Emirates) for the category **“Make-up & Nail”**
- **Bikini Care Kit** (Mintree Premier Lifestyle - India) for the category **“Skincare, Personal Care and Fragrances”**

Cosmoprof India will be back in 2023, dates to be announced soon.

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

#### **About BolognaFiere Group ([www.bolognafiere.it](http://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 centres (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](http://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 2022 edition, Cosmoprof registered more than 220.000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, Singapore, and Bangkok (with Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, Cosmoprof Asia, and Cosmoprof CBE ASEAN.) The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group Health and Beauty.



### **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](http://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](http://www.informamarkets.com/en/regions/asia/India.html)

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