

## COSMOPROF INDIA PRESENTS ITS MAIN INITIATIVES FOR THE 2019 EDITION

Mumbai, March 2019 - The 2019 edition of **Cosmoprof India**, scheduled from **June 12 to 14 in Mumbai**, at the **Bombay Convention & Exhibition Center**, is set to make a noticeable come-back, after the excellent results of the previous edition. The international network of Cosmoprof is confirming its fourth stop in Mumbai, together with Bologna (Cosmoprof Worldwide Bologna), Las Vegas (Cosmoprof North America) and Hong Kong (Cosmoprof Asia). Cosmoprof is increasing its influence on the international scenario of the cosmetic industry and facilitating business opportunities between more than 500,000 professionals on the one hand and over 7,500 companies on the other.

Cosmoprof India is the best format to fulfill the needs of a dynamic and fast-growing market like the Indian one. This is confirmed by last year's result, with **3,898 professionals representing 37 countries and 107 companies from 15 countries**. For the next edition, thanks to **exhibition area up to 10,000 square meters**, more than 5,000 attendees and 300 companies are expected, who will have 3 power-packed days to evaluate new collaborations and projects.

Cosmoprof India represents all the sectors of cosmetics domain, offering a broad overview as well as solutions for the industry - **raw materials, machinery and automation, contract manufacturing, private label, primary and secondary packaging** and finished products catering to **Perfumery and Cosmetics, Beauty Salon and Spa, Hair Salon, Nail & Accessories** and **Natural & Organic**. The event attracts both local and international players, representing Europe, North America and the Far East. Above all, wholesalers, distributors and sales agents have the opportunity to discover what is new in their reference market. Producers and specialists in packaging, machinery and suppliers come and visit the show, in search of the most interesting solutions for automation and digital services, together with hair and beauty salon owners and retailers.

Cosmoprof India also helps the development of local market, because it facilitates an exchange of ideas, innovations and technologies in the country thus raise the quality standard of *Made in India* production.

The Indian beauty market shows rich potential, with an overall growth by 60% in the last 5 years. Besides, the metropolis of Mumbai houses a variety of social classes, making it an ideal target both for mass-market brands, sold in local shops and street markets, and for ultra luxe brands showcased in large retail stores. Cosmoprof India is the ideal stage ~~where~~ to observe the evolution of the dynamic local and global beauty market.

### COSMOPROF INDIA 2019 – SPECIAL INITIATIVES

Many special initiatives are being organized for attendees at the Cosmoprof India Show, including high-quality training workshops and a network of useful business relationships, thanks to the collaboration of top-of-the-line trends and design agencies, associations and partners.

The **Buyer Programme**, a consolidated tool of the Cosmoprof platform, facilitates b2b meetings between exhibitors and buyers, who can schedule their meetings in advance. Thanks to an innovative match making software, attendees and companies can identify professionals who perfectly suit their business needs. For the 2019 edition, the program will involve buyers and distributors from India and Middle East, which are important target markets for local industries.

Most significantly, the first edition of the **Cosmoprof India Awards** will celebrate quality and research in the Indian market. Being recognized as winners amidst serious competition will offer the exhibitors more visibility with buyers and customers. The initiative will be organized in collaboration with **Beautystreams**, an international trend agency, and with the international design agency **centdegrés**, which will create the trophies for the awards ceremony.

One of the most appreciated initiatives, **Cosmotalks** this year will feature panels and seminars on the evolution of local market and on the latest trends, with the participation of opinion leaders, trend-scouters and market researchers. Particular attention will be devoted to information sessions on regulations to enter Indian market.

Keeping in mind the requirements of professionals such as hair and beauty salon owners, hairstylists and nail technicians attending the event, **Cosmoprof Onstage** will offer live demos of new products and treatments.

**#VibrantIndia**, the special initiative to explore the main features of Indian cosmetic culture, is back. Rich in colors and textures, Indian culture is an inexhaustible source of inspiration for beauty professionals, which **#VibrantIndia** aims to highlight. The initiative is organized with the global design agency **centdegrés**.

For journalists, buyers and retailers interested in discovering styles and nuances, which best work for Indian market, **CosmoTrends**, in collaboration with **Beautystreams**, will provide an overview of the trends emerging from the exhibitors' booths: a report of the most advanced products and industrial solutions characterizing Cosmoprof India 2019.

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

#### MEDIA CONTACT

ASIA: UBM India Pvt. Ltd

WORLDWIDE: BolognaFiere Cosmoprof Spa

Organised by



**Ms. Roshni Mitra**

P: +91.7506183888

[roshni.mitra@ubm.com](mailto:roshni.mitra@ubm.com)

**Ms. Mili Lalwani**

P: +91.9833279461

[mili.lalwani@ubm.com](mailto:mili.lalwani@ubm.com)

**Mr. Paolo Landi**

P: +39.02.45.47.08.320

[paolo.landi@cosmoprof.it](mailto:paolo.landi@cosmoprof.it)

**Ms. Arianna Rizzi**

P: +39.02.45.47.08.253

[arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)

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