COSMOPROF WORLDWIDE BOLOGNA 2022

**UK PAVILION** 

24th March, 2022



AN EVENT BY



IN PARTNERSHIP WITH









A NEW WORLD FOR BEAUTY BOLOGNA, HONG KONG, LAS VEGAS, MUMBAI, BANGKOK



**UK PAVILION** 

EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH

EDUCATION & SPECIAL PROJECTS

## 2022 FACTSHEET

Organizer BolognaFiere Cosmoprof

Dates 28<sup>th</sup> April/1<sup>st</sup> May

COSMOPACK

PERFUMERY&
COSMETICS

29th April/2nd May BEAUTY SALON

Edition 53<sup>rd</sup>

Opening Hours 8:30 a.m./6:30 p.m. (exhibitors)

9:30 a.m./6:30 p.m. (visitors)

The Network Cosmoprof North America Las Vegas (12-14 July)

Cosmoprof Asean Bangkok (15-17 September)

Cosmoprof India Mumbai (6-8 October)

Cosmoprof Asia Singapore (16-18 November)





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# 2022 FACTS & FIGURES: EXHIBITORS

An edition in continuity with the previous years, despite the international scenario. **2,700 companies** from **70 countries will be present** to meet operators and launch their latest collections. There will be **26 Country Pavilions**, with small and medium-sized companies ready to showcase the best of cosmetics production in Belgium, Brazil, China, Czech Republic, Ecuador, France, Germany, Greece, Indonesia, Ireland, Israel, Japan, Latvia, Mongolia, Poland, South Korea, Spain, Sweden, Turkey, UK and USA.

2,700+ EXHIBITORS

70
FROM COUNTRIES

26
COUNTRY
PAVILIONS





**UK PAVILION** 

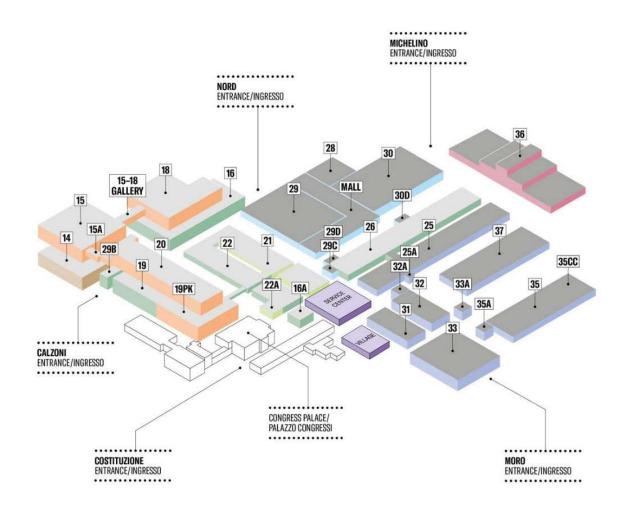
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# 2022 FAIRGROUND MAP

FROM THURSDAY TO SUNDAY 28 April - 1 May		FROM FRIDAY TO MONDAY 29 April - 2 May
COSVÔPACK	PERFUMERY& COSMETICS	HAIR&NAIL& BEAUTY SALON
COSMOPACK	COSMOPRIME  GREEN & ORGANIC  COSMETICS & TOILETRIES	PROFESSIONAL HAIR BEAUTY & SPA NAILWORLD
COUNTRY PAVILIONS BI	JSINESS SOLUTIONS VILLAG	E BEAUTY TECH AREA



EXHIBITOR'S RESERVED AREA COSMOPROF MY MATCH

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# 2022 FACTS & FIGURES: BUYERS AND VISITORS

Registered visitors and buyers from 80 countries, and still counting.

A Hosted Buyers Programme is carried out through Cosmoprof's Incoming Dept. The project aims to select some of the international top buyers to be hosted in Bologna.

Part of the focus of this year's Buyers Programme is going to be Kuwait, Qatar and Dubai.

Buyers can be contacted by exhibitors before the show through the Cosmoprof My Match platform, in order to prefix some of the meetings that will take place at the show in Bologna.







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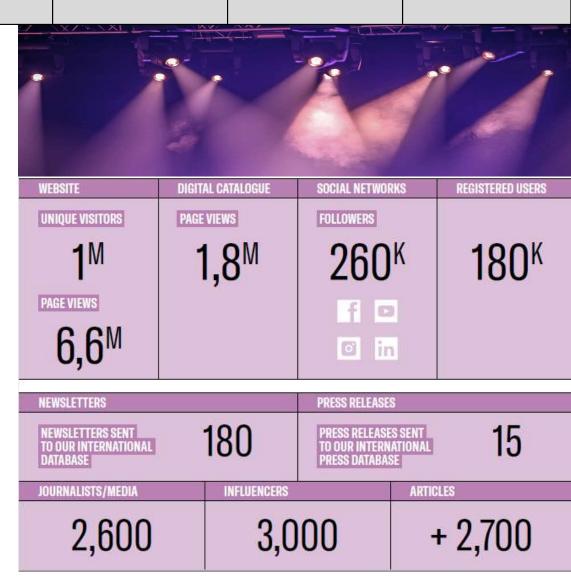
EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH EDUCATION & SPECIAL PROJECTS

## PROMOTION: THE COSMOPROF COMMUNITY

A multichannel online and offline program made of hundreds of newsletters and trade and consumers media ads, influencer marketing campaigns and physical roadshows organized in key markets and focusing on every vertical market.

Professional operators can benefit from **discounted entrance tickets** to the event thanks to discount codes provided through media partners, trade associations, and Cosmoprof Worldwide Bologna exhibitors.





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# EDUCATIONAL EVENTS

Cosmoprof Worldwide Bologna is the place where the entire focus is on **trends**, **innovation** and **excellence**. There are many events and educational sessions able to offer up important ideas and inspirations for the entire beauty industry.

## **COSMO TALKS**

Trends, communication strategies, digital innovation and new developments for the beauty universe are topics of CosmoTalks: seminars held by the most prestigious trend agencies, qualified trade magazines and international opinion leaders.

## **COSMO ON STAGE**

Cosmo Onstage is the stage dedicated to the **latest trends** of the professional beauty and hair sectors

#### **MASTERCLASS NEW!**

A high-level training course, in collaboration with important partners, aimed at entrepreneurs, salon owners, beauticians and professionals who wish to acquire new skills or accelerate their professional growth.



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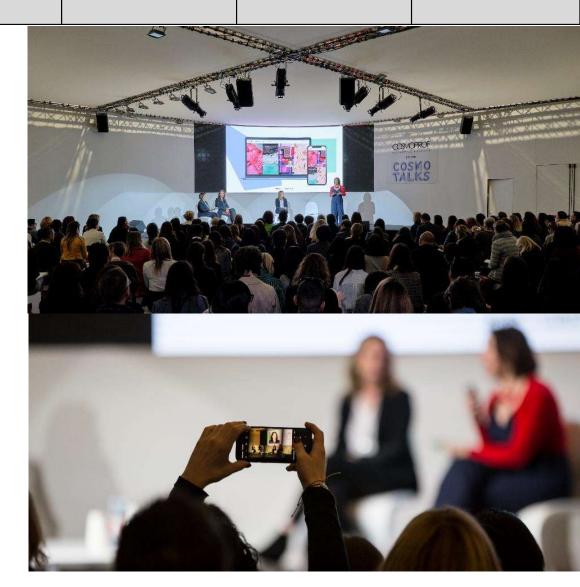


10 events from 28th to 30th April, at the Service Centre:

- Future View 2022-2027: Pivotal Beauty Industry Shifts
- Finding Your Brand's Place in the Metaverse
- Track&Trace in the Beauty Industry: How Brands Take Care of Their Consumers
- The CosmoTrends Report
- Consumers Call for Sustainability Transformation
- Packaging & Product Design 2.0
- Fun-ctionality: the New Key Driver for Beauty Shoppers to Play with Constraints
- The Reimagines Us Beauty Retail Landscape
- How Biotech Became the Future of Sustainable Beauty
- Beauty Equality

More info at

https://www.cosmoprof.com/en/events/educational/cosmotalks/



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MY MATCH

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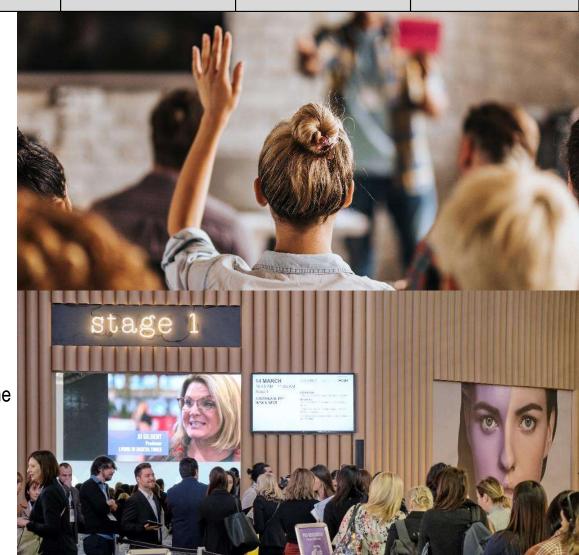


14 events from 1st to 2nd May, at the Service Centre

Some of the topics which will be covered:

- Digital Media Communication
- Neuroselling
- Microblading
- Exposomial Beauty
- Nutrition
- No Gender Haircut
- Hair Ring Selected: a selection of the best 12 young talents in the hairstyle sector

More info at https://www.cosmoprof.com/en/events/educational/cosmo-onstage/#eventi\_cosmotalk/





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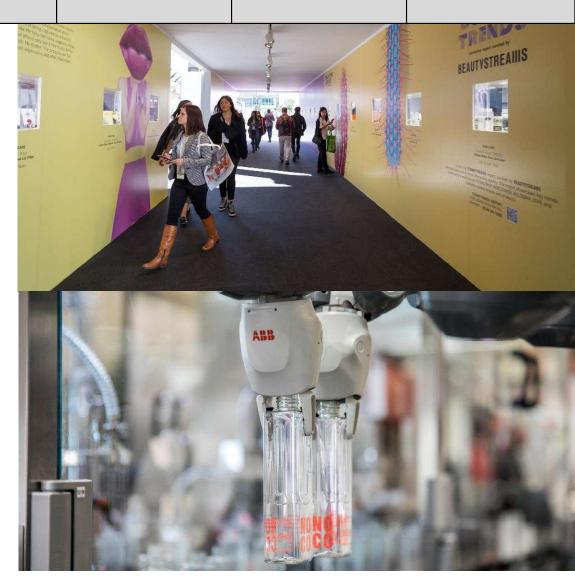
# SPECIAL PROJECTS

# COSMO









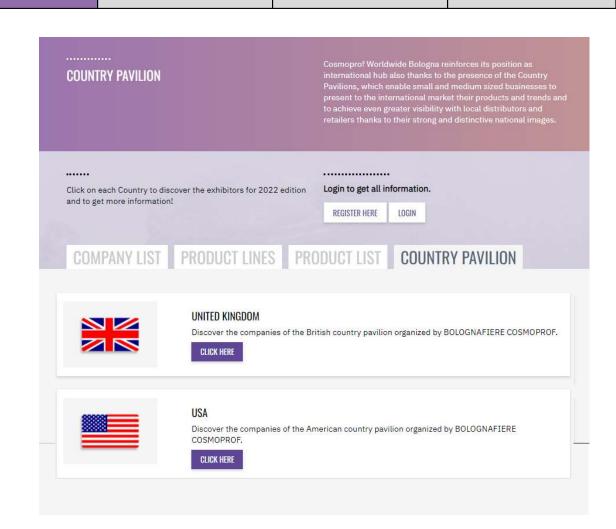
**UK PAVILION** 

EXHIBITOR'S RESERVED AREA COSMOPROF MY MATCH EDUCATION & SPECIAL PROJECTS

# COUNTRY PAVILIONS AT COSMOPROF

Cosmoprof Worldwide Bologna reinforces its position as **international hub** also thanks to the presence of the Country Pavilions, 26 this year. This kind of participation enables small and medium sized businesses to present to the international market their products and trends and to achieve even greater visibility with local distributors and retailers thanks to their strong and distinctive national images.

A directory wholly dedicated to the Country Pavilions is available on the Cosmoprof website: https://www.cosmoprof.com/en/visit/exhibitors-directory/country-pavilion/



## THE UK PAVILION

The UK pavilion is organized by BolognaFiere Cosmoprof.

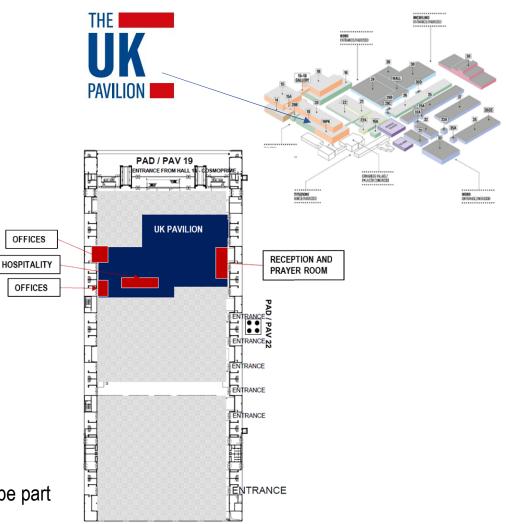
It is located in hall 19, next to the USA pavilion.

There will be an onsite coordinator, starting from the morning of April 27<sup>th</sup> throughout May 1<sup>st</sup>. Companies will be able to refer to the coordinator for any need or request they might have during their time in Bologna.

Exhibitors will also be able to use the hospitality lounge, the meeting room, the prayer room, the storage.

Lunch will be managed with lunch boxes at the booths. The different proposals included in the menu will be shared at the beginning of April, and reservations will be arranged before the show.

limited availabilities: get in touch with Francesca asap if you want to be part of the UK pavilion





**UK PAVILION** 

# THE UK PAVILION

Besides a coordinated image, the UK pavilion will benefit from a special combination of promotional activities carried out by Cosmoprof in order to highlight the presence and the contents of UK companies and their products.

#### **PROMOTION**

- Dedicated Linkedin post
- Dedicated banner in one of the pages of Cosmoprof's website
- Dedicated emailer to Cosmoprof's buyers' database
- Dedicated area in the Country Pavilion section of Cosmoprof's website
- Promotion to international and national Press
- Dedicated brochure listing British exhibitors, to be distributed onsite to buyers and operators
- Three dedicated pages in the show directory

#### **ASSISTANCE**

- Assistance in the use of My Match platform, to arrange meetings with buyers
- Dedicated on site assistance

#### **GROUP AREAS**

- Dedicated signage on the floorplan and with hanging banners
- Reserved lounge for B2B meetings
- Prayer room
- Kitchen, with snacks and drinks
- Lunch box delivered at exhibitors' booth (in compliance with safety procedures)
- Dedicated wifi
- Coordination and assistance with a dedicated person onsite
- Interpreters (on a shared basis)



EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH

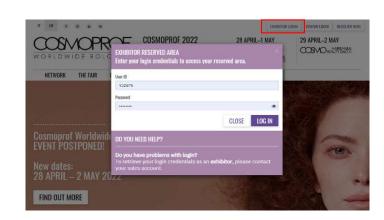
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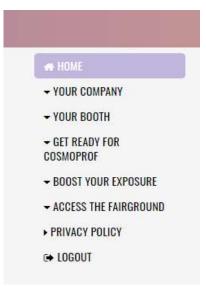
## EXHIBITOR'S RESERVED AREA

-> Login on www.cosmoprof.com and complete the RESERVED AREA with all the information about your company!

Here are the most important **tools** in the reserved area:

- ✓ YOUR COMPANY: invoices
- ✓ YOUR BOOTH: technical floor plan, link to the website Be.Fair for accreditation on construction day and extra services, information about the shipment of the goods and temporary import of cosmetic products
- ✓ GET READY FOR COSMOPROF: digital directory, discount codes for your customers, planning your trip, exhibitor cards and parking lots
- ✓ BOOST YOUR EXPOSURE: sponsorship opportunities, CosmoTrends and meet us banners
- ✓ ACCESS TO THE FAIRGROUND: how to get to Cosmoprof, anti-covid rules





## DIGITAL DIRECTORY

- -> Enter the section "DIGITAL DIRECTORY" and fill out all fields.
- 1) Select the tab "Digital Directory"
- 2) Insert your product sectors
- 3) Add your product lines and products

## The free standard profile includes:

- ✓ COMPANY PROFILE
- ✓ 5 PRODUCT LINES/ BRAND LOGOS
- √ 15 PRODUCT IMAGES FOR EACH PRODUCT LINE/BRAND
- ✓ 1 HERO PRODUCT TO HIGHLIGHT

The data will remain **online** until **July 2022**.

Deadline to submit your details for the printed catalogue: 28th March

WELCOME TEST PROVAS A RESERVED AREA > LOGOUT 28 APRIL-1 MAY COSMOPROF 2022 29 APRIL-2 MAY BOLOGNA, ITALY COSMÔRACK COSMO BEALTY SALON COSMO PERFLIMERYS. NETWORK THE FAIR VISIT **EVENTS** MEDIA ROOM INFO WELCOME TO YOUR EXHIBITOR AREA! → YOUR COMPANY ATTENTION! The 53rd edition of Cosmoprof Worldwide Bologna has been rescheduled. The event will be held in Bologna from 28 April to 2 May 2022, to facilitate the in-person attendance of international operators. **-** GET READY FOR Inside the reserved area you will find all the technical and logistical information needed to → BOOST YOUR EXPOSUR better plan your participation at the event. - ACCESS THE FAIRGROUND Over the next few days you will be informed, via email, about the re-opening of sections that are currently not active. **▶ PRIVACY POLICY** THE LOCOUT SPONSORSHIP APPLICATION FORM DIGITAL DIRECTORY **OPPORTUNITIES** 

Remember that the information you provide will help the **matchmaking with your potential partners** and that your data will be published in the official printed materials (directory /the map) and distributed at the event



**UK PAVILION** 

EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH

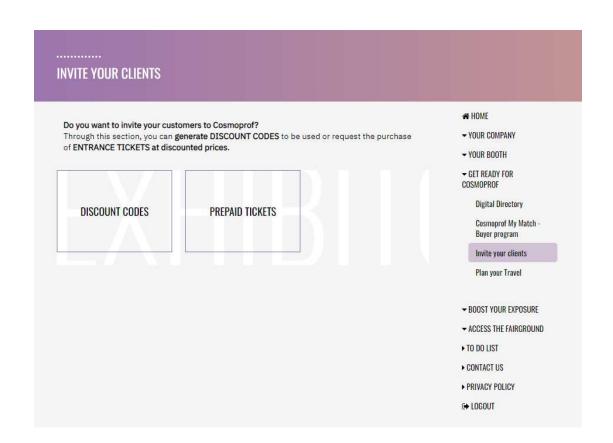
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# DISCOUNT CODES

Through this section, you can generate **DISCOUNT CODES**, or request the **purchase of ENTRANCE TICKETS at discounted prices**.

Each exhibitor has **450** discount codes to invite his customers.

The discount code guarantees a **40**% discount on the purchase of the ticket.





**UK PAVILION** 

EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH

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## EXHIBITOR BADGES AND PARKING, during the show

### **EXHIBITOR BADGES**

- √ 4 badges for a stand of less than 16 square meters
- √ 6 badges for stands from 16 to 24 square meters
- √ 8 badges for stands from 24.1 to 32 square meters
- √ 12 badges for stands from 32,1 to 96 square meters

Each exhibitor badge allows 1 entry per day. Each company will also receive 2 VIP cards, which allow 3 entries per day. Parking spaces will be allocated on the nearest available parking (indicated on the card) and are valid for the entire time of the show.

### **PARKING**

✓ 1 parking card for each stand

Each exhibitor card must be registered with name, surname and telephone number accordingly with Italian law and Covid rules and tracking of contact.

#### ★ HOME

- **▼ YOUR COMPANY**
- **▼ YOUR BOOTH**
- ▼ GET READY FOR COSMOPROF

**Digital Directory** 

Cosmoprof My Match -Buyer program

Invite your clients

Plan your Travel

- **▼ BOOST YOUR EXPOSURE**
- → ACCESS THE FAIRGROUND
- ▶ TO DO LIST
- **▶ CONTACT US**
- ▶ PRIVACY POLICY
- € LOGOUT



**UK PAVILION** 

EXHIBITOR'S RESERVED AREA

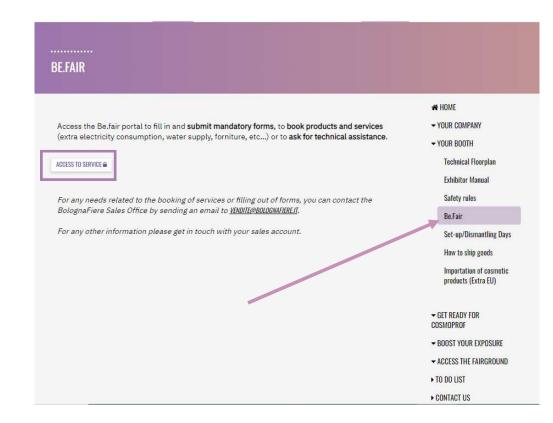
COSMOPROF MY MATCH

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## EXHIBITOR BADGES AND PARKING during setting-up and disassembly

## EXTRA SERVICES

- ✓ In the right menu, click on **Be.Fair** i.e. BolognaFiere's e-commerce
- ✓ Click on ACCESS TO SERVICE
- ✓ You will have to register on the Be.Fair website (for any information, please contact the provider at <a href="mailto:vendite@bolognafiere.it">vendite@bolognafiere.it</a>).
- ✓ From the Be.Fair website you can register your staff and vehicles for setting up days and disassembly and purchase additional services





**UK PAVILION** 

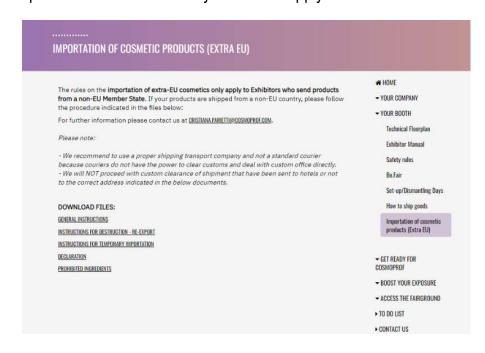
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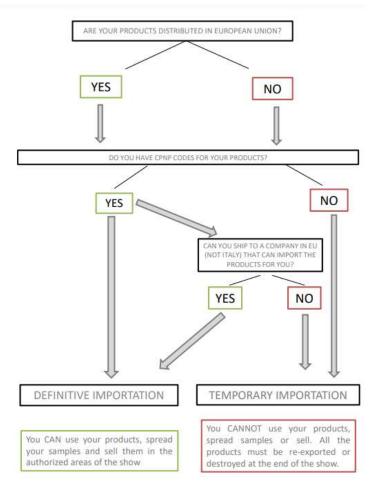
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# IMPORTATION OF COSMETIC PRODUCTS (EXTRA EU)

Cosmetic products imported into Italy from an extra EU country that are not registered with CPNP codes need to be imported by Temporary Import. This procedure will limit the use you can make of the products, as they are for DISPLAY PURPOSES ONLY and are not can be used or distributed as samples. The same amount that entered the country needs to be re-exported or destroyed. Reply to these simple questions to understand if you need to apply. You can download all forms from the right-side menu





EXHIBITOR'S RESERVED AREA COSMOPROF MY MATCH

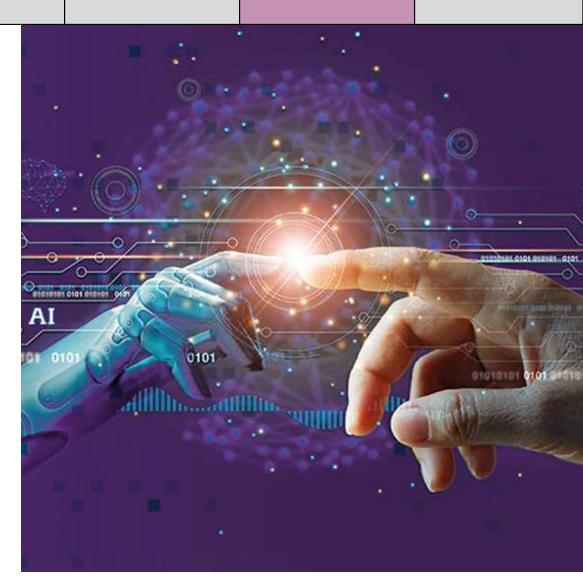
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# COSMOPROF MY MATCH

Cosmoprof My Match is the **B2B matching platform connecting** exhibitors and international buyers.

Thanks to the use of artificial intelligence, advanced algorithms and sophisticated search functions, the software makes it easier than ever to find new partners for your business. Cosmoprof My Match is the perfect tool for exhibitors and buyers who wish to make the most out of their presence at the trade show.

Register now to create your personalized agenda of B2B meetings in advance.



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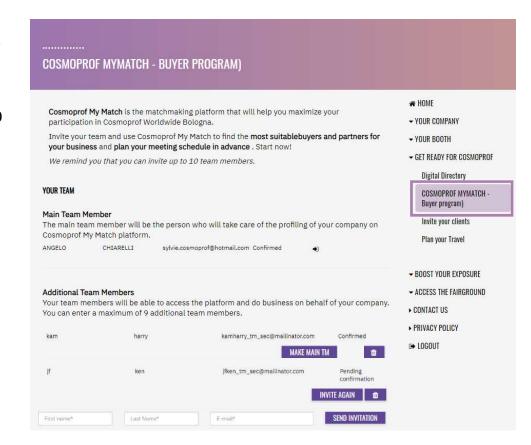
EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH

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## COSMOPROF MY MATCH

- √ Access your exhibitor reserved area and complete the digital directory
  with brands, product lines and product categories
- ✓ Create your team: define the Main Team Member role and add up to 9 colleagues that will access the system
- ✓ Fill in the registration form on Cosmoprof My Match to build your digital showcase: enrich your profile with multimedia content, brochures, social media links
- √ Use Cosmoprof My Match to browse buyers' profiles thanks to advanced search filters. Mark interesting profiles as favourites and build your B2B meeting agenda
- ✓ Contact buyers for networking and meeting requests



Manual available at https://www.cosmoprof.com/media/cosmoprof/2022/mymatch/CPBO22\_MyMatch\_Manuale\_Expo\_How\_to\_register.pdf



**UK PAVILION** 

EXHIBITOR'S RESERVED AREA

COSMOPROF MY MATCH

SPECIAL PROJECTS
TO GET MORE
VISIBILITY

# SPECIAL PROJECTS

Cosmoprof Worldwide Bologna has always been the **launch** pad for new products and solutions. Thanks to marketing projects we help the exhibiting companies launch their main innovations to the global beauty community and create successful stories.











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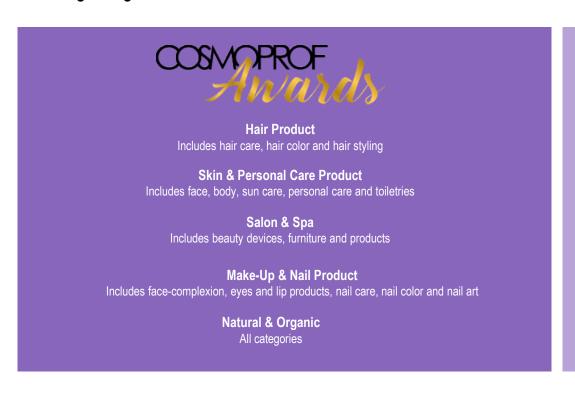
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SPECIAL PROJECTS
TO GET MORE
VISIBILITY

# COSMOPROF AWARDS

Exhibitors at Cosmoprof Worldwide Bologna 2022 will be able to submit their best products. Two specialized juries made up of editors, designers, brand managers, and experts in Research and Development will select the trendiest and most innovative candidates for the following categories:





#### Skin Care & Hair Formula

Includes skincare, hair, toiletries and personal care

#### Make-Up & Nail Formula

Includes color cosmetics and nails

## Make-Up & Nail Packaging Technology

Includes color cosmetics and nails

## Skin Care & Hair Packaging Technology

Includes skincare hair toiletries and personal care

#### Packaging Design

Includes color cosmetics, nails, skin care, hair, toiletries, personal care and fragrances



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## COSMOPROF AWARDS, STEP BY STEP

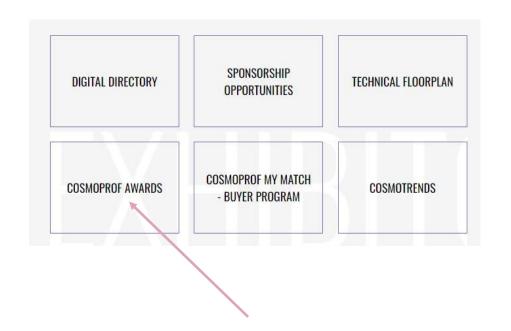
Participation in the 2022 Cosmoprof and Cosmopack Awards costs €160 (+ VAT where applicable) and allows for a maximum of two products to be uploaded for each category.

You can **apply** by entering your exhibitor area and clicking the button, **until 25<sup>th</sup> March**.

Finalists for the 2022 edition will be featured in a special installation at the Service Center, will receive a label to put on their products, will be mentioned on our press release, website, social posts.

Winners will be announced on **29**<sup>th</sup> **April** during the **Awards Ceremony** at the event.

Thanks to the Cosmoprof brand, finalists and winners will all receive **great international visibility**.



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## COSMOTRENDS, STEP BY STEP

All exhibitors are invited to submit their **most innovative products** for the CosmoTrends report. Industry professionals rely on this report to boost product development and marketing strategies.

Cosmoprof – together with BEAUTYSTREAMS, a global beauty trend forecasting authority - will select the most inspiring products and group them in the CosmoTrends report. The report will be shared by Cosmoprof with the attendees and will be their guide to prearrange meetings with our distributors.

**Deadline** for submission: **28**<sup>th</sup> **March**, through your exhibitor area (**free of charge**).

## Benefits:

- Be part of the report that will be published online
- One newsletter will be sent to Cosmoprof database
- Your products will be showcased in the CosmoTrends installation
- All selected companies will receive the seal "Selected for CosmoTrends" that can be used on social media channels
- The report will be distributed to all media and buyers attending Cosmoprof Worldwide Bologna





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SPECIAL PROJECTS TO GET MORE VISIBILITY

## SPONSORSHIP OPPORTUNITIES: MAXIMIZE YOUR COSMPANY'S EXPOSURE AT THE EVENT



- 1) COSMOPROF WEBSITE
- 2) E-MAIL MARKETING
- 3) SOCIAL AMPLIFICATION
- 4) SPONSORED TICKETING ONLINE
- 5) COSMOPROF MY MATCH



- 1) PRINTED MATERIALS
- 2) SHOWCASE AT THE SERVICE CENTER
- 3) OTHER OPPORTUNITIES: LANYARDS, SHUTTLES AND LEAFLETING



## 3. SIGNAGE

- 1) COSTITUZIONE ENTRANCE
- 2) MICHELINO ENTRANCE
- 3) MORO ENTRANCE
- 4) HALL 14-15, 16-18, 21-22 AND 25-26
- 5) COSMOPACK
- 6) HALL 36
- 7) FREE STANDING AND BOARDS ALONG PASSAGES
- 8) FLOOR SIGNAGE
- 9) TOTEM ALONG THE BEAUTY AVENUE



## 4. SPECIAL AD HOC PROJECTS

-> Please contact your Sales Account



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COSMOPROF MY MATCH

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TO GET MORE
VISIBILITY

## NEXT STEPS FOR A SUCCESSFUL SHOW

- 21st March: deadline for brochure details to be submitted via e-mail to Francesca

- from 23<sup>rd</sup> March: check your reserved area for the Exhibitor Passes; complete the requested details and download the badges

- **25**th March: deadline for **Cosmoprof Awards** 

- **26<sup>th</sup> March**: deadline for **fascia names** to be submitted via e-mail to Francesca (only for shell scheme booths)

- 28<sup>th</sup> March: deadline for Cosmotrends

- **28<sup>th</sup> March**: catalogue details to be completed in the reserved area, to be printed in the catalogue

- from 4th April: check the Befair section to download the passes for the setting up and register people and vehicles that need

to access the fairground during the **setting up** (Terminal)

- 5<sup>th</sup> April: choose your lunch boxes for the four show days, through the email you will receive

# THANK YOU!

Samantha Raimondi, Sales Manager

Francesca Bulgarini, Country Pavilions francesca.bulgarini@cosmoprof.it +39 02 454708202