



COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY



COSMOPROF
MARCH 2017
17 - 20
COSMOPACK 16-19
COSMOPRIME 16-19 
BOLOGNA (ITALY)
FAIR DISTRICT
WWW.COSMOPROF.COM
A NEW WORLD FOR BEAUTY
BOLOGNA LAS VEGAS HONG KONG

COSMOPACK 2017: internationality, new partnerships and a synergy with Cosmoprime and the retail distribution channel

Cosmopack, the B2B event involving the beauty supply chain with innovative solutions and technologies for the industry, will be held in Bologna from 16 to 19 March 2017, and it will confirm its role as not-to-be-missed event for beauty suppliers focusing on raw materials, formulation, machinery and packaging.

With more than 440 exhibiting companies, the 2017 edition of Cosmopack will be even more international thanks to **new exhibitors coming from South Korea** and presenting in Bologna the most innovative "K-Beauty trends" with growing success in the global market. The **participation of companies from Japan** is remarkable, too, with special attention paid on eco-friendly innovation and industrial solutions; Japan will take part in the event for the first time with a **national pavilion organized by JCC – Japan Cosmetic Center**.

Companies representing the "Made in Italy" and working on innovation and international issues, will premiere their new collections together with start-ups specialized on multi-cultural and halal-certified beauty products.

Cosmopack 2017 will refer more and more to decision makers of both the most well-known international brands and the brand-new ones: top management, product development directors, purchase managers, production managers, packaging designers, R&D managers, marketing and commercial directors come to Cosmopack to find the most innovative formulation, the latest news and avant-garde projects to further develop their business.

Cosmopack will be held from Thursday to Sunday in conjunction with **COSMOPRIME**, the new exhibition area dedicated to retail companies from the high-end mass market to prestige and niche perfumery. During the 50th edition of Cosmoprof Worldwide Bologna, beauty specialists interested in **developing new private labels** and in the **perfumery sector** will have the opportunity to visit the companies exhibiting in Cosmopack.

COSMOPRIME will host the unique **International Buyer Lounge** of Cosmoprof Worldwide Bologna, with top buyers coming from all over the world and selected for the **International Buyer Program**, an exclusive business tool by Cosmoprof Worldwide Bologna.

THE COSMOPACK WALL AWARD

The Cosmopack Wall Award, celebrating in 2017 its 4th edition, is a reference initiative for the sector and it represents a unique **"innovation meeting point"** for leading companies, both from Italy and from foreign countries, which can present the latest technologies characterizing the **future of the beauty industry**.

In the past editions (the first one in 2014), The Cosmopack Wall Award gave visibility to over 70 innovative projects for the supply chain.

The 2017 edition will present a **new concept** and a **new jury**, in collaboration with **Beautystreams** as strategic partner for the initiative. The issue for the contest will be new as well: **'Let's get emotional...urban poetry'** is the topic proposed by the Organizers, focusing on the emotion arisen by original packaging design, by the texture of a cream or by a fragrance, which can drive the purchase process by final customers. The contest will celebrate the most original solutions influencing even the most digital-confident and trendy consumers. **The award will be given**

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according to 8 categories: make-up formula, skincare formula, packaging skincare, packaging make-up, technology award, inspiration award, design award and special avant-garde award.

Only exhibitors at Cosmopack can participate and the projects shall be submitted no later than 27 January.

THE PERFUME FACTORY

To celebrate the 50th anniversary of Cosmoprof Worldwide Bologna, **Cosmopack will organize a special project, The Perfume Factory**, presented by Cosmoprof Worldwide Bologna in collaboration with **Accademia del Profumo** and **Cosmetica Italia – Personal Care Association**. The Perfume Factory is a real journey in the supply chain of a fragrance: from olfactory to maceration, from cartoning to cellophane. In this area, set up in **COSMOPRIME – pavilion 19**, a “limited edition” fragrance will be produced, celebrating the 50th anniversary of Cosmoprof Worldwide Bologna, in collaboration with leading companies of the beauty industry: **ICR, Bormioli Luigi, Candiani, Aptar, Ima Group, Coven Egidio, Pusterla 1880** and **Industrial Box**. The supply process will be certified with *ISO 22716* and *Carbon footprint* by **Certiquality**.

The 2016 Cosmopack edition registered the participation of **21,900 professionals** with a significant presence of foreign visitors (48% coming from 109 countries). **435 exhibitors from 33 countries** played an important role in the general growth of the sector up to 5,42% compared to the 2015 edition. Cosmopack is definitely a key event recognized worldwide as an exclusive preview for new collections.

For the 2017 edition, Cosmopack will have a new advertising image by **Oliviero Toscani**, international photographer and artist, related to the one created for Cosmoprof Worldwide Bologna and inspired by a concept of beauty with no boundaries, a synonym of the multi-cultural world of Cosmoprof.

For further information: www.cosmoprof.com/cosmopack

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