

COSMOPROF
INDIA MUMBAI

PREVIEW

Organised by:



SEPTEMBER 2018
10TH - 11TH
MUMBAI

SAHARA STAR HOTEL
www.cosmoprofindia.com

A NEW WORLD FOR BEAUTY
BOLOGNA LAS VEGAS HONG KONG MUMBAI

THE MAIDEN EDITION OF COSMOPROF IS LAUNCHED IN MUMBAI TODAY

A glamorous, cutting-edge event for the Indian and Global beauty community by BolognaFiere & UBM India

Mumbai, September 10th, 2018: BolognaFiere and UBM India inaugurated the much awaited maiden edition of Cosmoprof India at the Sahara Star Hotel in Mumbai today. The Show was inaugurated by Mrs. Cinzia Barbieri, Board Member, BolognaFiere Cosmoprof S.p.A.; Mr. Enrico Zannini, General Manager, BolognaFiere Cosmoprof; Mr. Michael Duck, Executive Vice President, UBM Asia Ltd. ; Mr. Yogesh Mudras, Managing Director, UBM India and Mr. Rahul Deshpande, Group Director, UBM India amidst an industry gathering. With successful, signature trade shows in Bologna, Las Vegas and Hong Kong, which cumulatively involve **over 370,000 professionals and 7,000 companies from across the world**, the Cosmoprof platform has ventured in India which is a dynamic and a growing market for the beauty sector.

The two day (10th – 11th September) cutting-edge event with 107 companies – both local and international – from 15 countries represents 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.

Speaking at the inauguration of COSMOPROF INDIA, Mr. Yogesh Mudras, Managing Director, UBM India said, *“The awareness of beauty products and treatments is at an all time high in India owing to factors such as increasing premium on personal grooming, changes in consumption patterns and lifestyles, improved purchasing power and effective marketing of the brands. The Indian sub-continent is keen to discover finished world-class beauty products that are now in demand among a broader base of consumers. Cosmoprof India, backed by the immense knowledge and expertise of a coveted international brand like Cosmoprof Worldwide, aims to analyse and forecast trends and developments in the Beauty and Cosmetics industry along with helping businesses prosper. Our Preview promises not only constructive, but also an informative and engaging three days. It seeks to bring immense value to beauty and cosmetics professionals in India to reap the benefits of the advantageous market in a structured manner. Further, networking with leading international brands and suppliers, providing new industrial, service and packaging solutions is sure to help enhance local production, introducing to India innovative technologies and superior quality standards that are a requirement at the international level.”*

“The Cosmoprof network lands in India for the first time, to maximize the business opportunities offered by the country” says **Cinzia Barbieri, Board Member of BolognaFiere Cosmoprof and BolognaFiere Group** *“India is a fast-growing market, looking for high quality international brands, and at the same time local suppliers are emerging. Attendees will have the chance to be updated on what’s new in the beauty universe, with the seminars and workshops of the Cosmotalks calendar. Key international experts*

and opinion leaders will share their experiences and knowledge, suggesting new processes and trends for further developing Indian cosmetics industry.”

The Cosmoprof India Preview is studded with a number of captivating presentations and features. For instance, the in-depth sessions and seminars of **Cosmotalks**, at the preview, leveraged the collaborations of internationally renowned partners. **Beautystreams**, specializing in consulting projects and development of market lines presented the *'Spring/Summer 2019 beauty trend forecast'* that spoke on colors, textures and look inspirations for the beauty industry for the upcoming season. **Euromonitor**, a highly referenced market research organization, organised a session under the title *'New consumer values and novel concepts in beauty'*, highlighting how consumers are turning to meaningful consumption, rewarding values such as quality, transparency, simplicity and customized experience. **Day 2** will see the seminar on *"The top 10 most important things you need to know to do business in India"*, by **ICMAD - Independent Cosmetic Manufacturers and Distributors**, the association of American manufacturing industries. **Centdegrés**, a design agency boasting of collaborations with the largest global corporations, will analyze the potential influence of Indian brands on global markets during a session called *'Designing the next generation of Indian beauty brands'*. **Kline & Company**, consulting agency for the most important industrial groups, will present *'The challenges and opportunities of the Indian salon hair care market'*, focusing on the professional world, in particular the hair sector, which is one of the most important segments for the development of industry in the country. Day 2 will also see **JCKRC SPA Destination** moderating a session on *'Doyens of Indian Wellness Industry'*.

A much awaited feature, **Cosmoprof OnStage** hosted the best of innovation and creativity for the cosmetics industry. Live demonstrations, hair shows, spectacular nail art, make-up techniques, cutting-edge beauty treatments and new products presented by exhibiting companies took centre stage. One of the live demonstration and the gala event was organized by Mr. Samir Modi, the founder of Colobar. Besides, Cosmoprof India has also partnered with **centdegrés** to create **#VibrantIndia**, an exclusive experience wall to explore the opportunities of Indian beauty culture. Rich in colors and textures, Indian culture is an endless source of inspiration for beauty professionals. Taking inspiration from Indian ingredients, consumers and an abstract interpretation of colors, **Firmenich** created three exclusive fragrances along with three nail enamels provided by **ICC**. These were presented to the guests at Cosmoprof India.

Furthermore, the expo also witnessed **Beautystreams** examine the show floor trends and innovations of the exhibitors products. After the conclusion of the show, the report **Cosmoprof India Trends** will be delivered and will present the most influential items of Cosmoprof India.

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

For further details, visit our website, <http://www.cosmoprofindia.com/>

About Cosmoprof India:

Cosmoprof India will be organized by Cosmoprof Asia Ltd, a joint venture between BolognaFiere and by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organiser in the world. Please visit <http://www.cosmoprof.com/about-us/cosmoprof-network/cosmoprof-india/> for more information on the Cosmoprof India show and <https://www.ubm.com/global-reach/ubm-asia> for our presence in Asia.

About UBM Asia:

UBM Asia recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Please visit <https://www.ubm.com/global-reach/ubm-asia> for more information about our presence in Asia.

About BolognaFiere Group (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof is confirming the different opening dates, according to each professional target. From Thursday 14 to Sunday 17 March 2019, Cosmopack and Cosmo|Perfumery & Cosmetics will open, facilitating business meetings between suppliers and manufacturers on the one side, and companies of finished products, buyers and retailers on the other, with a focus on Perfumery & Cosmetics, Green & Organic and Cosmoprime, the area dedicated to haute gamme perfumery. From Friday 15 to Monday 18 March, open doors for the professional distribution channels of Cosmo Hair & Nail & Beauty Salon, with the presence of owners of beauty salons and spa, hairdressers, hairstylists, nail artists and distributors. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established in 1996), Las Vegas (established in 2003) and starting from 2018 Mumbai, provides a truly global marketplace for the beauty industry where brands may grow.

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

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