

**COSMOPROF**  
INDIA MUMBAI

PREVIEW

Organised by:



SEPTEMBER 2018  
**10<sup>TH</sup> - 11<sup>TH</sup>**  
**MUMBAI**

SAHARA STAR HOTEL  
[www.cosmoprofIndia.com](http://www.cosmoprofIndia.com)

A NEW WORLD FOR BEAUTY  
BOLOGNA LAS VEGAS HONG KONG MUMBAI

## Cosmoprof India captivates in its debut

*Driving innovation and delivering groundbreaking formulas in the Beauty and Cosmetics industry*

**Mumbai, September 19<sup>th</sup> 2018: BolognaFiere and UBM India** successfully concluded the preview edition of Cosmoprof India, at the Sahara Star Hotel, Mumbai. The event received an exceptional response in the form of exhibitors and visitors alike and helped formulate new business relations and expansions as well as strengthen current relationships. 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 now officially established its presence in India, a dynamic and a growing market for the beauty sector.

The two day (10th – 11th September) event hosted 107 companies – both local and international – from 15 countries; presented new opportunities for brands of finished products, such as Toiletries, Salon, Hair, Nail and Accessories, and for supply chains, with the leaders in contract manufacturing and private labels, applicators, primary and secondary packaging, raw materials and ingredients. The expo was well received by the industry and was attended by Importers, Exporters, Distributors, Salon & Spa Owners, Modern Trade Retailers, Trade Commissions, Packaging & Finished goods Manufacturers, Contract Manufacturers, Original Equipment Manufacturers pertaining to the beauty and cosmetic industry.

**Commenting on the successful conclusion of the show, Mr. Yogesh Mudras, Managing Director, UBM India said,** *"We are finally entering an era in which the Indian beauty industry is defining its claim in the world market and thriving. A slew of established and upcoming companies are making themselves known as major contenders in the beauty space owing to increase in purchasing power of the Indian economy and the rising interest in beauty-led activities and functions amongst consumers. Cosmoprof India has offered an extremely wide platform to an even broader B2B consumer base. These have been two extremely engaging and informative days which I'm sure has opened up numerous avenues for this sector. Although only a preview, it was extremely comprehensive and catered to different segments of the multi-faceted beauty industry in India with the conference and live demos being much appreciated by the attendees."*

**Ms. Cinzia Barbieri, Board Member of BolognaFiere Cosmoprof and BolognaFiere Group said:** *"We are very proud of the good results of this Preview edition of Cosmoprof India. 3898 Indian beauty professionals, buyers, distributors and companies visited the expo to meet both local and international companies in order to match their business needs. We are already looking forward to the next edition, scheduled from 12 to 14 June 2019 at the Bombay Convention & Exhibition Centre (BCEC), and we really think that Cosmoprof India will soon become a reference event for the beauty industry in India and South Asia region"*.

Cosmoprof India Preview was 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, Euromonitor, ICMAD - Independent Cosmetic Manufacturers and Distributors, Centdegrés, Kline & Company** and **JCKRC SPA Destination**.

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 center stage. One of the live demonstration and the gala event was organized by Mr. Samir Modi, the founder of Colorbar. Besides, Cosmoprof India also partnered with global design agency **centdegrés** and created **#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, as part of the project **Cosmoprof India Trends**.

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.

The next rendezvous for Indian beauty industry will be at the **Bombay Convention & Exhibition Centre (BCEC) from 12 to 14 June, 2019**, with **Cosmoprof India 2019**.

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

#### **About Cosmoprof India:**

Cosmoprof India was 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](http://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/>

**MEDIA**

**CONTACT**

**ASIA: UBM India Pvt. Ltd**

**WORLDWIDE: BolognaFiere Cosmoprof Spa**

Organised by



**Ms. Roshni Mitra**

**Ms. Mili Lalwani**

**Mr. Paolo Landi**

**Ms. Arianna Rizzi**

P: +91.7506183888

P: +91.9833279461

P:

P: +39.02.45.47.08.253

+39.02.45.47.08.320

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

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

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

[om](mailto:om)

[om](mailto:om)

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

[of.it](mailto:of.it)

[of.it](http://www.cosmoprof.it)

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