

COSMOPROF WORLDWIDE BOLOGNA: NEW DATE ANNOUNCEMENT

The next edition of Cosmoprof Worldwide Bologna will take place from March 8th to 11th, 2013. Cosmopack, the exhibition held alongside it dedicated to packaging will open and close its doors one day earlier: March 7th to 10th, 2013.

With a new change in its organizational structure, SoGeCos spa is announcing a new change related to Cosmoprof Worldwide, the worldwide leading exhibition in the beauty industry: the next edition will be held in Bologna from March 8th to 11th, 2013. SoGeCos, the company that has been organizing Cosmoprof for over 45 years, has set these new dates to open the calendar of international events and avoid overlapping with other initiatives. The original schedule for Cosmopack running one day earlier is also being implemented:

Cosmopack dates are March 7th through 10th, 2013. "We felt that these dates are more conducive to promoting a better cooperation of Cosmoprof and the international events calendar" states Duccio Campagnoli, President of BolognaFiere and Sogecos spa. "We are confident that the decision to move the event date will be positive for the entire world of beauty, relieving the stress of companies being forced to choose one event over another due to timing overlap as well as showing our company's positive competitive spirit.

And starting the event on a day dedicated to honoring women is also a good message from an industry heavily focused on female beauty. Moreover, the earlier opening of Cosmopack, dedicated to the packaging sector, will allow the exhibitors the opportunity to enjoy a higher visibility, supported by the attendance of international buyers and press." 2013 Edition Objectives: The planning of the upcoming exhibition is being done with input and the proactive support of UNIPRO (The Association for the Italian Beauty Industry) with the primary

focus of reinforcing the B2B element, revamping the layout for the exhibition and focusing on buyer program initiatives such as the International Buyer Program. Cosmoprof around the world: Flash Updates Cosmoprof North America (Las Vegas) has taken place from July 22 through 24, celebrating its tenth year anniversary as the premiere B2B beauty event in North America. Cosmoprof Asia (Hong Kong) will take place November 14 through 16 and is already exceeding expectations in terms of space sales with significant increases anticipated.



NEW MANAGEMENT STRUCTURE OF SOGECOS

Two important new entries and re-allocations of qualified in-house resources to manage SoGeCos. The company, 100% owned by the Bologna Fiere Group, is the worldwide leader in events management for the Beauty and Health Sector, the most important of which is definitely Cosmoprof Worldwide Bologna. The following people have joined SoGeCos: Enrico Zannini, who already had former successful past experience in the Company as the person in charge of Cosmoprof and who has been appointed as Director of Cosmoprof Worldwide and Simona Antonini, with qualified experience in prestigious industrial enterprises in the industry, who will be



Duccio Campagnoli, President of BolognaFiere and President of SoGeCos

in charge of the R&D division to increasingly qualify the exhibitions in the wake of the technological evolution.

Laura Zaccagnini resumes her role at the International Affairs management and Roberto Valente has been appointed as manager of the Cosmofarma exhibition. As Duccio Campagnoli, President of BolognaFiere and President of SoGeCos since February, declares: "besides being committed to realizing Cosmoprof and Cosmofarma - which had a more than satisfying result in Rome recently - over these past weeks we have worked on the realization of a new management structure of the Company in order to prepare the projects of the next shows as soon as possible as well as a plan for developing and increasing the Company's profitability" Cosmoprof 2012 was held in Bologna last March and had 175.703 attendees, more than

40.000 of which were foreigners and 2.320 exhibitors coming from over 70 countries. Cosmofarma 2012 - the most important European exhibition on health - was recently attended in Rome by over 22.000 operators (+ 4.6% on last edition) hence confirming to be the industry reference exhibition as also underlined by the awards granted to it by FederFarma and the Italian Pharmacists Federation (Federazione degli Ordini dei Farmacisti Italiani). "This new structure - concludes Campagnoli - makes us feel ready and prepared to deals with the demanding challenges of the future, above all the one of increasingly being the largest international platform of the cosmetics and wellness industry."

EVENTS

THE MAIN NEW FEATURES OF COSMOPROF WORLDWIDE 2013

We have gathered some previews and the explanation for a number of major changes at the 2013 edition of Cosmoprof Worldwide Bologna from the management of SoGeCos, the organizing company.

EXPORT MAGAZINE: Looking at the new layout of Cosmoprof Worldwide 2013, we can see some major changes.

Can you anticipate the most important of these and the reason behind them?

SoGeCos: We have found a strategic way to tackle the crisis and the economic situation: first of all with the new corporate organization and under the management of Cosmoprof by Enrico Zannini, and then with the global reorganization of the functionality of the event.

We have studied a new layout for the exhibition which will make visiting the pavilions of interest easier. The design of the event is also focused on putting B2B back in the centre, concentrating on the primary target - Exhibitors, Buyers and Professional Visitors - through important initiatives including a total restyling of the layout of the event and even greater attention on international visitors with a boost for the programme of the International Buyers' Delegation.



EXPORT MAGAZINE: Another major change is the date of the event, from 9th to 11th March for Cosmoprof Worldwide and from 8th to 11th March for Cosmopack.

Why have you chosen this date at the beginning of March? And why have you decided to open Cosmopack one day earlier, as in the past?

SoGeCos: Sogecos has decided on these new dates to open the calendar of international events and avoid clashing with other initiatives.

There is also a return to the formula where Cosmopack is held from Thursday 7th to Sunday 10th March 2013. We felt it was right to do this so that Cosmoprof could fit better into the international calendar. In addition, the early opening of the packaging sector will allow exhibitors to enjoy greater visibility with the guarantee of the presence of international buyers and the international press.

EXPORT MAGAZINE: One of the reasons why companies take part in a trade fair today is to better develop their business at international level. How will Cosmoprof Bologna implement its role as an essential meeting place for the operators from all over the world in the sector of beauty?

SoGeCos: Cosmoprof attracts more than 2,300 exhibitors, almost 180,000 Italian and international operators. This means guaranteeing a real meeting place between demand and supply. In addition, Cosmoprof lets companies measure up to one another and therefore, to look for an increasingly better and excellent service. Cosmoprof 2013 will be earmarking strong budget investments to guarantee qualified buyers and distributors at the event.

EXPORT MAGAZINE: Will you be providing dedicated services to foreign operators visiting the show? **SoGeCos:** As mentioned earlier, Cosmoprof Worldwide Bologna will greatly invest in the presence of qualified international buyers, importers and potential business partners. The buyers will be profiled according to the requests from the various sectors. A distribution circuit of reference will be chosen, following market logics. Cosmoprof will organize buyers' delegations and B2B meetings, with a view to increasing business opportunities of our companies and there will be a lounge with a great impact specially reserved for these operators.

