

A report on the Indian Pavillion at the  
**COSMOPROF WORLDWIDE BOLOGNA 2023**  
**17-20, 2023 MARCH**

The Plastics Export Promotion Council (PLEXCONCIL) for the first time organized the India Pavilion at the prestigious COSMOPROF WORLDWIDE BOLOGNA show in Italy from 17-20, March 2023 to promote the Human Hair and Hair Products which is under the preview of Plexconcil.

**About the Show:**

The 54th edition of Cosmoprof Worldwide Bologna 2023 ended with great results The world beauty community came together: Over 250,000 professionals from more than 150 countries visited the event, meeting more than 2,900 exhibitors from 64 countries and touching the know-how of 29 country pavilions.



Cosmoprof Worldwide Bologna after the excellent results of the 2022 edition, with 220,057 operators from more than 140 countries and more than 2,700 exhibiting companies from 70 countries, BolognaFiere Cosmoprof organized the 2023 edition in March 2023 the most suitable period for launches on the main markets, with no overlapping with international holidays and celebrations.

The areas dedicated to the supply chain and the retail channel of Cosmopack and Cosmo | Perfumery & Cosmetics. The pavilions of Cosmo | Hair & Nail & Beauty Salon dedicated to the professional channel were opened from Friday 17 to Monday 20 March 2023, which welcomed both international distributors and operators of hair salons and beauty centers on their days off.



This is one of the biggest shows for human hair in the world. The show is dedicated to hair for 4 days and professional hair companies participate across the world. This was the first time the India Pavilion was able to be established after a long struggle to get space in this biggest show.

CosmoProf Worldwide Bologna 2023 Cosmo Hair & Nail & Beauty Salon offers an optimized layout for distributors, owners, and professionals from beauty centers, wellness centers, spas, hair salons,

and hotels. There is a wide selection of goods from the best suppliers of products, equipment, furnishings, and services meant for the professional world of hair, nails, and beauty salons/spas. This salon shows the best the hair sector has to offer.

### India Pavilion

The Indian Pavilion which is hosted for the first time at the CosmoProf Worldwide Bologna show had 20 exhibitors from across India mostly exhibiting Indian Human Hair products and received a good response on the first day when although the pavilion was allocated in a separate hall as there was no space within the existing halls.

The India Branding was effectively visible on all three openings of the pavilion. The Indian Pavilion was added to all the advertisements/information boards across the show inviting the buyers to the pavilion. The **exhibitor's catalog** containing all the details for the participants was distributed at the show and at the available avenues to promote India.



### Inauguration of the Indian Pavilion:

Her Excellency **Dr. Neena Malhotra, the Ambassador to India**, the Embassy of India, Rome, Italy inaugurated the Indian Pavilion at the CosmoProf Worldwide Bologna show at Bologna, Italy on 17<sup>th</sup> March 2023 on the opening day. She visited the exhibitors at the pavilion who were exhibiting Indian Human Hair from different parts of India including Andhra Pradesh, Tamil Nadu, Delhi, and West Bengal. She interacted with them to understand the potential of Indian Human hair in Italy. She assured me to support and helps to promote Human Hair exports in Italy.



## PLEXCONNECT 2023 Promotions



The Plexconnect 2023 was promoted effectively during the show by the Council's representative visiting potential



exhibitors/buyers and inviting them to visit the show. The Council hired the services of an interpreter to meet potential buyers who were at the show to promote and invite them to visit Plexconnect 2023. Every day the Plexconnect brochure was distributed to all the visiting buyers and potential exhibitors. Business Cards were collected to send the invitation from India to make sure that they are aware of Plexconnect and make their plans for the visit. The Council printed Plexconnect 2023 brochures which were widely distributed at the show to create awareness about the show in India.

The exhibitor's catalog was printed and distributed at the show with one page being dedicated to Plexconnect details including the ways to register through the QR code. Many buyers assured to register for the show. The Council was represented by Mr. Ruban Hobday, Regional Director – South.



## **Officials Meeting during the Show**

### ***Ambassador***

#### ***Embassy of India, Rome, Italy***

The Council's representative discussed the following with the Her Excellency the Ambassador during her visit to the show

1. Requested to communicate to the Fair organizers to allocate a better location in Hall 25 rather than have a temporary place so that many more exhibitors can participate in the 2024 edition.
2. To promote buyers' registration for Plexconnect 2023 through the Chambers of Commerce, and Domestic Associations in Italy.

### ***Organisers Representative Mr. Luca***

1. Requested for a better location next year 2024 edition with more options for branding/marketing including special rates for Council
2. Requested to promote the India Human Hair & Beauty Pavillion and not to encourage individual companies by guiding them to the India Pavillion only.

### ***Meeting with Informamarkets***

Mr. Yoges Mudras – Managing Director – India  
Ms. Prachi Shah – Project Director  
Mr. Rahul Deshpande - Sr. Group Director -India

The Council's representative had a meeting with the officials from InformaMarkets (former UBM) to understand their other exhibitions in the world which can be related to the Plastics Industry. They assured me to send the details of the same.

### ***Meeting with Bologna Fiere Cosmoprof - India***

Mr. Amar Joshi – Head of Marketing CosmoProf India

The discussion was mainly on the CosmoProf India to be held in Mumbai. The Council requested him to send the details and the promotional aspects for marketing with the Human Hair industry.

### ***Meetings with other Show Organizers***

Ms. Saule Nursapayeva – Central Asia Beauty Expo – Khasakhasan- 24-26 May 2023  
Ms. Semih Eskin - Ipekyolu International Exhibitions Ltd – Beauty Istanbul – 27-29, Sep 2023  
Ms. Sonia Lopes – MCB by Beaute Selection – Paris – 9-11 Sep 2023  
Ms Flyn Roberts – Messe Frankfurt Middle East – Dubai Beauty Show - 30 Oct – 1 Nov 2023  
Ms. Meryem Riad – Casabalnca – Africa

The Council representative discussed hosting the India Pavilion at these shows which are related to the Indian Human Hair & Beauty Pavilion. However, requested them to send the proposal to process the same.



The next year CosmoProf Worldwide Bologna is from March 22-25, 2024 at the same venue.



