



## **Beauty Fair promotes Brazilian cosmetics industry in Europe through international partnership**

*Agreement with BolognaFiere Cosmoprof predict mutual collaboration to leverage business in Brazil and abroad*

Beauty Fair, a brand benchmark in the beauty sector not only for Brazil, but for all of South America, expands its influence to other markets through the partnership with Cosmoprof and starts to contribute widely to the development of the Brazilian beauty market.

The first step of the partnership will take place in March, with the exclusive pavilion of Beauty Fair in the Cosmoprof Worldwide Bologna, which will happen from March 14<sup>th</sup> to 18<sup>th</sup> 2019, with well know Brazilian companies like: Lowell, Taiff, Richeé, Beox, Garden Flowers, Latin Root, Felps, Nazca, Fuji GR Colors and Magic Color.

Besides to the exhibition area, companies will be able to participate in technical visits, workshops and business round tables organized through the agreement with CNI - National Confederation of Industries and Rede CIN - Brazilian Network of International Business Centers.

"Making an international brand goes beyond the export process. The challenge of the national industry is how to think globally and act locally. This process involves the structure of the operations, the team and also understand the market they want to act", said Cesar Tsukuda, director of Beauty Fair.

In the 15th edition of Beauty fair, which will take place from September 7<sup>th</sup> to 10<sup>th</sup> 2019, at Expo Center Norte, São Paulo/Brazil, the collaboration with BolognaFiere Cosmoprof will facilitate the presence of international companies that will be exposing their products in an exclusive area. "Cosmoprof confirms itself as a significant partner which supports leading companies in developing new business processes in a strategic market such as Brazil (a gateway to South America market), a country that is facing important social and economic changes," said the company through an official announcement.

About Beauty Fair: Known as the largest professional beauty fair in the Americas, the company has been structured over the last few years to be a business platform for the entire industry productive chain – beauty professionals, industry and beauty retail.

The fair will have its 15th edition in 2019 which will take place from September 7th to 10th at Expo Center Norte, São Paulo/Brazil. The fair will count on about 182 thousand visitors, 500 exhibitors and 2,000 brands that generated around USD 200 million in business recently.

The company will also promote a wide educational program during the fair along the year. Recently launched the Beauty Fair Trip Project, an international travel program for hairdressers with a focus on professional updating.

Last January, Beauty Fair organized a business delegation of Brazilian beauty retailers for a week of immersion in American retail, with a visit to the NRF Retail's Big Show (New York), technical visits and workshops.

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