

EVENTS CALENDAR updated on 13th March 2014

SPECIAL EVENTS	COSMOPACK PAV. 15-18-20	SPA&BEAUTY PAV. 14-16-19	GREEN PAV. 21N	HAIR PAV. 25-31-32-33-34-35
FRIDAY 4th 9.30 a.m. - 4 p.m. INTERNATIONAL CONFERENCE - NO TRICKS BEAUTY - Communication, innovation and efficacy - the cosmetics challenge in today's society Organised by COSMETICA ITALIA in partnership with COSMOPROF WORLDWIDE BOLOGNA CENTRO CONGRESSI - SALA ITALIA	EVERY DAY: THE POWDER FACTORY A fascinating journey through the development and manufacture of one of the most important cosmetic products, from manufacture to packaging. Organised by COSMOPROF WORLDWIDE BOLOGNA PAV. 15A FROM 2nd TO 5th APRIL	EVERY DAY: ESTHETIC TIRING Sector workshops, live massage technique demonstrations and product launch. Organised by COSMOPROF WORLDWIDE BOLOGNA in partnership with COSMETICA ITALIA PAV. 14	EVERY DAY: OLIVIERO TOSCANI EXHIBITION The Green Pavilion will hold an exhibition of previously unseen images by Oliviero Toscani. Working on the nature theme, this celebrated photographer has created a collection of still-lives using leaves, flowers and natural elements. Organised by COSMOPROF WORLDWIDE BOLOGNA PAV. 21N	EVERY DAY: HAIR RING The platform devoted to young emerging hair stylists who will take turns during the four days of the event to present live their interpretations of a range of themes. Organised by COSMOPROF WORLDWIDE BOLOGNA and CAMERA ITALIANA DELL'ACCONCIATURA PAV. 25
11.00 a.m. COSMOPROF OPENING CEREMONY SERVICE CENTER	THE COSMOPACK WALL Interpretations of the event image by our exhibitors displayed in a special area called The Wall. PAV. 15-18 GALLERY FROM 2nd TO 5th APRIL	FRIDAY 4th ESTHETIC TIRING 12 p.m. PRIMORDIAL BEAUTY WORKSHOP - presentation and practical demonstration By Dailio Granatieri 2 p.m. UNDER EYE BIOLIFT By Maria Manuela Ravasio 3 p.m. HIMALAYAN SALT STONE MASSAGE - practical demonstration By Anna Baroni 4 p.m. SUGAR PASTE HAIR REMOVAL Organised by HOLIDAY DEPILATORI	SUNDAY 6th 10 a.m. PRESENTATION OF THE GFK AND ALIAS RESEARCH ON CONSUMPTION HABITS IN THE HERBALIST SECTOR Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA At LOUNGE COSMETICA ITALIA PAVILION 21N MEZZANINE FLOOR	FRIDAY 4th HAIR FORUM Workshop devoted to the hairdressing sector with great sector professionals Organised by COSMOPROF WORLDWIDE BOLOGNA 4 p.m. HAIRDESSING E-SHOP: presentation of the e-commerce portal for hairdressers, products, accessories and equipment in a single shopping basket (invitation only) In partnership with BEAUTYBIT PAV. 25
12.00 p.m. WHY FRANCHISING IS BEAUTIFUL - affiliation opportunities in the beauty and healthcare sector presented by the managers of successful networks Organised by AZ FRANCHISING SALA NOTTURNO - SERVICE CENTER	WEDNESDAY 2nd TREND FORUM A meeting place for the greatest international experts in fashion packaging and much more. Speakers will be great thought-leaders and trend-setters Organised by COSMOPROF WORLDWIDE BOLOGNA 2.30 p.m. EPIGEL: THE BEAUTY OF SCIENCE. THE MARZOTTO START UP PRIZE Organised by EPINOVA 3.30 p.m. THE CLOUD OF POLO: TOWARDS COSMETIC SUPPLIER CONFORMITY Organised by POLO DELLA COSMESI TREND FORUM - PAV. 15	SATURDAY 5th ESTHETIC TIRING 10 a.m. THE BALANCE OF THE FORMULA: NATURAL HARMONY Organized by Mario Zunino - ESTEREL 11 a.m. COMPANIES, TRADE UNIONS, BEAUTICIANS: TOGETHER FOR VICTORY In partnership with Gruppo Cosmetici per L'Estetica Cosmetica Italia, Confartigianato and CNA 12 p.m. WHERE ARE CONSUMERS HEADING? - presentation of the GFK and ALIAS research Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA 2 p.m. VEGATI STEM CELLS FOR A TIMELESS BEAUTY - PRESENTATION OF THE ACID GLYCOLIC LINE Organised by NEA-SPA 3 p.m. THE ANTIAGE MISSION: LET'S CHANGE THE RULES Organised by SIRPEA 4 p.m. TREATMENT OF ADIPOSITY AND CELLULITE IN MENOPAUSE AND PRE-MENOPAUSE - report and demonstration Organised by NATURALIA SINTESI 5 p.m. SUGAR PASTE HAIR REMOVAL Organised by HOLIDAY DEPILATORI	PERFUMERY & COSMETICS PAV- 21-22-26-26B	SATURDAY 5th HAIR FORUM 3 p.m. DIMA COSMETICS: PRIVATE EVENT PAV. 25
2.30 p.m. PRESS CONFERENCE THE BEAUTY ADVISOR - presentation by the first Italian make-up beauty advisor (invitation only) Organised by MY BEAUTY SALA SUITE - SERVICE CENTER	6 p.m. COSMOPACK OPENING COCKTAIL INTERNATIONAL BUYER LOUNGE - PAV. 15	WHERE ARE CONSUMERS HEADING? - presentation of the GFK and ALIAS research Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA 2 p.m. VEGATI STEM CELLS FOR A TIMELESS BEAUTY - PRESENTATION OF THE ACID GLYCOLIC LINE Organised by NEA-SPA 3 p.m. THE ANTIAGE MISSION: LET'S CHANGE THE RULES Organised by SIRPEA 4 p.m. TREATMENT OF ADIPOSITY AND CELLULITE IN MENOPAUSE AND PRE-MENOPAUSE - report and demonstration Organised by NATURALIA SINTESI 5 p.m. SUGAR PASTE HAIR REMOVAL Organised by HOLIDAY DEPILATORI	FRIDAY 4th MAKE CUP - WORLD CHAMPIONSHIP AWARD The first international championship devoted to the fabulous world of make-up. An extraordinary challenge event for perfumers, make-up artists and vendeuse whose performance will be judged by extremely critical judges. Presentation by Paolo Pinna - make-up artist Organised by COSMOPROF WORLDWIDE BOLOGNA in partnership with I-CARE PAV. 19	9.30 a.m. - 6 p.m. UNITED PROFUTURE - Photo set devoted to hairdressers under 35 years of age for the creation of the look they have always dreamed of and enjoy the first experience of professional shooting Organised by L'OREAL PROFESSIONNEL FOYER PALAZZO CONGRESSI
4 p.m. BEAUTY PRESENTATION IN VOGUE NIGHT COSMOPROF 2014 Organised by VOGUE ITALIA / Fedele Usai, Deputy Managing Director Condé Nast / Vittoria Filippi Gabardi, redazione Vogue Italia VOGUE BEAUTY TALENT LOUNGE - SERVICE CENTER	THURSDAY 3rd TREND FORUM Organised by COSMOPROF WORLDWIDE BOLOGNA 10 a.m. COSMOPACK PRESENTS: THE POWDER FACTORY ZERO EMISSION 11 a.m. EPIGEL: THE BEAUTY OF SCIENCE. THE MARZOTTO START UP PRIZE Organised by EPINOVA 12 p.m. COLOR IN BEAUTY BEAUTYSTREAMS Organised by BEAUTYSTREAMS 2 p.m. DIGITAL RESHAPES THE FUTURE OF RETAIL Organised by CENT DEGRES 3.30 p.m. TODAY'S MAJOR TRENDS Organised by LUMSON 4.30 p.m. HOW TO CREATE A UNIQUE BRAND IMAGE Organised by DIETER BAKIC TREND FORUM - PAV. 15	SUNDAY 6th ESTHETIC TIRING 10 a.m. PROMOTING "SAFETY": QUALITY OF LIFE FOR CANCER PATIENTS Organised by ONCOLOGY ESTHETICS E CLIMITA' 11 a.m. WHERE ARE CONSUMERS HEADING? - presentation of the GFK and ALIAS research Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA 12 p.m. CASE HISTORY: SUCCESSFUL BEAUTICIANS The experience of Claudia Magnani,	INDUSTRY AND THE MARKET: STATISTICS AND TRENDS AND THE GFK RESEARCH ON THE PERFUMERY CHANNEL Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA LOUNGE COSMETICA ITALIA PAVILION 21N MEZZANINE FLOOR	SUNDAY 6th ON HAIR SHOW The spectacular shows of the most important artistic teams Organised by COSMOPROF WORLDWIDE BOLOGNA 11 a.m. BABYLIS PRO - RUSK (invitation only) 12.30 p.m. KEUNE "INFINITE COLORS" (invitation only) 2 p.m. Aipp Awards 2013-2014 GRAND TROPHY OF THE PROFESSIONAL PRESS (free entry) 2.10 p.m. BABYLIS PRO - RUSK (free entry) 4 p.m. TONI&GUY PRESENTS ESSENCEALS (invitation only) PAV. 35
4.30 p.m. S.I.A.C. : ANTI-CONTRABAND IT SYSTEM Organised by the ITALIAN TAX POLICE SALA SUITE - SERVICE CENTER	6 p.m. AWARD CEREMONY FOR THE WINNERS OF THE COSMOPACK WALL PROJECT At INTERNATIONAL BUYERS LOUNGE PAV. 15	SUNDAY 6th ESTHETIC TIRING 10 a.m. PROMOTING "SAFETY": QUALITY OF LIFE FOR CANCER PATIENTS Organised by ONCOLOGY ESTHETICS E CLIMITA' 11 a.m. WHERE ARE CONSUMERS HEADING? - presentation of the GFK and ALIAS research Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA 12 p.m. CASE HISTORY: SUCCESSFUL BEAUTICIANS The experience of Claudia Magnani,	2.40 p.m. INDUSTRY AND THE MARKET: STATISTICS AND TRENDS AND THE GFK RESEARCH ON THE PERFUMERY CHANNEL Organised by CENTRO STUDI E CULTURA D'IMPRESA COSMETICA ITALIA LOUNGE COSMETICA ITALIA PAVILION 21N MEZZANINE FLOOR	HAIR FORUM 11 a.m. - 3 p.m. HAIR4EXPORT Stories of great Italian hairstylists and their success abroad. (free entry) Organised by ESTETICA NETWORK PAV. 25
SATURDAY 5th INTERNATIONAL DAYS An analysis of the main international cosmetics markets 10 a.m. POLAND'S NOVELTIES SHOW - introduction of the Polish cosmetic industry Organised by POLSKA COSMETICS INTERNATIONAL FORUM - CENTRO SERVIZI			MAKE CUP - WORLD CHAMPIONSHIP AWARD Semi-final PAV. 19	
11 a.m. "WOMEN AND COSMETICS" , an exclusive presentation of this international research. Organised by ELLE ITALIA /Danda Santini, Managing Director of Elle Italia, Lettie Tseng			SUNDAY 6th MAKE CUP - WORLD CHAMPIONSHIP AWARD Final of the first international make-up championship PAV. 19	

<p>Beauty Director of Elle China, Paulina Soto, Beauty Director of Elle Mexico</p> <p>INTERNATIONAL FORUM-SERVICE CENTER</p>	<p>FRIDAY 4th</p> <p>TREND FORUM</p> <p>Organised by COSMOPROF WORLDWIDE BOLOGNA</p> <ul style="list-style-type: none">- 11 a.m.- THE WORLD OF FASHION & BEAUTY IN 2015 <p>Organised by GROUPE CARLIN INTERNATIONAL</p> <ul style="list-style-type: none">- 12 p.m.- L'OREAL SETTIMO TORINESE:A FACTORY THAT IS ALWAYS ON THE MOVE <p>Organised by L'OREAL ITALIA</p> <ul style="list-style-type: none">- 1.30 p.m.- THE LAUREL, THE WIG AND PROSCAR: COSMETICS FROM THE COUNTERFEITING OF AGE TO THE PROMOTION OF HEALTH <p>Organised by INDENA</p> <ul style="list-style-type: none">- 2.30 p.m.- BEAUTY IN BRAZIL <p>Organised by NELLY RODI</p> <ul style="list-style-type: none">- 3.30 p.m.- INNOVATIVE SOLUTIONS THAT CREATE TRENDS <p>Organised by CHEMYUNION, ACTIVE BOX</p> <p>TREND FORUM – PAV. 15</p>	<p>Alessia Gavasso and Patrizia Laudicino</p> <ul style="list-style-type: none">- 2 p.m.- LIFEXCELLENCE: A NEW OPPORTUNITY IN THE WELLNESS SECTOR <p>By Andrea Bovero</p> <ul style="list-style-type: none">- 3 p.m.- ANTONINO DI PIETRO “AMICHE DELLA PELLE” <ul style="list-style-type: none">- 4 p.m.- COMMUNICATION BETWEEN THE PSYCHE AND THE SYSTEM - natural connection massage <p>By Vincenza Festa</p> <ul style="list-style-type: none">- 5 p.m.- PRIMORDIAL BEAUTY WORKSHOP - presentation and practical demonstration <p>By Duilio Granatieri</p>		<p>9.30 a.m. – 6 p.m.</p> <p>UNITED PROFUTURE – Photo set devoted to hairdressers under 35 years of age for the creation of the look they have always dreamed of and enjoy the first experience of professional shooting</p> <p>Organised by L'OREAL PROFESSIONNEL</p> <p>FOYER PALAZZO CONGRESSI</p>
<p>A PRIVATE CONVERSATION WITH A HAIRDRESSER...</p> <p>Vogue Talent meets some key personalities</p> <ul style="list-style-type: none">- 11 a.m.- MAURO GALZIGNATO – Artistic Director GHD ITALIA- 3 p.m.- MARIA PARNAZZINI – President NUOVA FAPAM- 5 p.m.- SERGIO CARLUCCI – Managing Director TONY&GUY ITALIA <p>VOGUE BEAUTY TALENT LOUNGE – SERVICE CENTER</p>				<p>HAIR COLOR EXPLOSION SHOW - the great hairstyling names and their most up-to-date fashion visions: Salvo Filetti / Franco Curletto / Maurizio Serretti / Letitia Guenau for HCF / Class</p> <p>Organised by L'OREAL PROFESSIONNEL</p> <p>TEATRO EUROPAUDITORIUM PALAZZO CONGRESSI</p>
<p>INTERNATIONAL DAYS</p> <ul style="list-style-type: none">- 2 p.m.- PRESENTATION OF THE GERMAN COSMETICS MARKET <p>Organised by IKV – The German Cosmetic, Toiletry, Perfumery and Detergent Association/Birgit Huber – Head of Department</p> <p>INTERNATIONAL FORUM-SERVICE CENTER</p>				<p>MONDAY 7th</p> <p>ON HAIR SHOW</p> <p>The spectacular shows of the most important artistic teams Organised by COSMOPROF WORLDWIDE BOLOGNA</p> <ul style="list-style-type: none">- 10.45 p.m.- THE NEW TECHNOLOGY OF GHD AURA <p>(invitation only)</p> <ul style="list-style-type: none">- 12.30 p.m.- SHOW EVENT 2014 - HOB SALONS FOR PROFESSIONAL BY FAMA <p>(invitation only)</p> <p>PAV. 35</p>
<ul style="list-style-type: none">- 3 p.m.- DREAMS AND REALITY, ITALIAN COSMETICS IN THE WORLD <p>Organised by D. LA REPUBBLICA /Cristina Scocchia AD L'OREAL ITALIA, Florence Bernardin-Brec Research Director INFORMATION & INSPIRATION/ Silvia Manzoni of D LA REPUBBLICA</p> <p>Co-ordinators Daniela Hamaui and Paola M. Gariboldi of D LA REPUBBLICA</p> <p>INTERNATIONAL FORUM-SERVICE CENTER</p>	<p>SATURDAY 5th</p> <p>TREND FORUM</p> <p>Organised by COSMOPROF WORLDWIDE BOLOGNA</p> <ul style="list-style-type: none">- 10 a.m.- HIGH TECHNOLOGICAL POWDERS 100% NATURAL <p>Organised by TERRA MATER</p> <ul style="list-style-type: none">- 12 p.m.- WHAT NEXT IN ASIA <p>Organised by INFORMATION & INSPIRATION</p> <ul style="list-style-type: none">- 1.30 p.m.- HOW WILL THE QUEST FOR WELL-BEING AND DESIRE FOR SELF-EXPRESSION INFLUENCE KEY COSMETIC CONCEPTS FOR THE FALL/WINTER 15-16 SEASON? <p>Organised by PECLERS PARIS</p> <p>TREND FORUM – PAV. 15</p>	<ul style="list-style-type: none">- 11 a.m.- LUXURY AESTHETICS: BUSINESS AND FASHION <p>By Andrea Bovero</p> <ul style="list-style-type: none">- 12 p.m.- FUNCTIONAL AESTHETICS, AESTHETIC MEDICINE AND COSMETIC SURGERY - SYNERGY AND SUCCESS, OUR EXPERIENCE <p>By Sergio Noviello Plastic Surgeon, Medical Director / Angela Noviello Director, Division of Aesthetic MILANO ESTETICA COSMETIC SURGERY & MEDICAL SPA</p> <ul style="list-style-type: none">- 2 p.m.- INVESTMENT IN TRAINING: THE BEAUTICIAN'S SOCIAL ROLE <p>Organised by Perlita Vallasciani /CNA Unione Benessere Marche</p> <p>A ROUNDTABLE WILL FOLLOW</p>		
<ul style="list-style-type: none">- 4.30 p.m.- FAST FORWARD: RETAILERS' ROUNDTABLE: THE EU RETAILER'S PERSPECTIVE: REINVENTION AND READJUSTMENTS <p>Organised by WWD USA / Simone De Stefanis, Beauty Director GRUPPO COIN ITALY/ Cinzia Baldelli, LA RINASCENTE ITALY / Anita Yuen, Beauty Director HARVEY NICHOLS HONG KONG / Claudia Lucas, Beauty Director QVC</p> <p>Moderator: Pete Born WWD</p> <p>INTERNATIONAL FORUM-SERVICE CENTER</p>				
<ul style="list-style-type: none">- 6-11 p.m.- BEAUTY IN VOGUE NIGHT IN THE HISTORIC CENTRE OF BOLOGNA				
<ul style="list-style-type: none">- 7.30 p.m.- COSMOPROF AND BEAUTY VOGUE TALENTS <p>Organised by VOGUE ITALIA</p> <p>PALAZZO RE ENZO – BOLOGNA CITY CENTRE</p>				
<p>SUNDAY 6th</p> <p>INTERNATIONAL DAYS</p> <p>An analysis of the main international cosmetics markets</p> <ul style="list-style-type: none">- 10.30 a.m.- THE KOREAN COSMETICS MARKET AND ITS ENTRANCE REQUIREMENTS <p>Organised by IBITA international Beauty Industry Trade Association /Ji Hee, Yeon</p> <ul style="list-style-type: none">- 11.30 a.m.- HOW TO DO BUSINESS IN THE COSMETICS SECTOR IN PERU <p>Organised by COPECOH-CCL/Angel Acevedo Villalba – Presidente Gremio Peruano de Cosméticos e Higiene Personal</p> <ul style="list-style-type: none">- 2 p.m.- CONSIDERATIONS FOR ENTERING THE U.S. MARKET: WHAT YOU SHOULD KNOW <p>Organised by ICMAD</p>				<p>9.30 a.m. – 6 p.m.</p> <p>UNITED PROFUTURE – Photo set devoted to hairdressers under 35 years of age for the creation of the look they have always dreamed of and enjoy the first experience of professional shooting</p> <p>Organised by L'OREAL PROFESSIONNEL</p> <p>FOYER PALAZZO CONGRESSI</p>

4 p.m.

COLOMBIA, A PRODUCTION AND LOGISTIC HUB OF THE AMERICAN CONTINENT

Organised by PROMOTIONEXPO

COLOMBIA

INTERNATIONAL FORUM-SERVICE CENTER

A PRIVATE CONVERSATION WITH A MAKE UP ARTIST...

Vogue Talent meets some key personalities

11 a.m.

ANASTASIA SOARE – founder

ANASTASIA BEVERLY HILLS

3 p.m.

EVE PEARL - founder

EVE PEARL

VOGUE BEAUTY TALENT LOUNGE – SERVICE CENTER

MONDAY 7th

10 a.m.-11 a.m.- 12 p.m.

WORKSHOP USER EXPERIENCE – A navigation guide to the world of on-line purchases

Organised by BEAUTYBIT

At SALA MINUETTO – SERVICE CENTER

10.30 a.m.

PRESENTATION BY BIELENDAL – POLISH COSMETIC PRODUCTS COMPANY

INTERNATIONAL FORUM – SERVICE CENTER

A PRIVATE CONVERSATION WITH A NAIL ARTIST...

Vogue Talent meets some key personalities

11 a.m.

VERONIQUE MARINHO – founder

MARINHO PARIS

2 p.m.

FABIO BERCHI- General Manager

Italian distribution OPI

VOGUE BEAUTY TALENT LOUNGE – SERVICE CENTER

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