

## **PARTNERSHIP BETWEEN BOLOGNAFIERE GROUP AND INTERTEKS FOR COSMOPROF ISTANBUL**

In confirmation of the desire of a great Italian fair group to show their solidity in a critical moment for the international economy, BolognaFiere widens their international platform creating Cosmoprof Middle East Istanbul.

BolognaFiere and İnterteks, one of the major fair organizers in Turkey, the publishers of Beauty Forum (trade magazine devoted to the aesthetics and spa industries), have ratified the creation in 2012 of the first edition of Cosmoprof Middle East Istanbul that will be held from 22 to 25 March in the Lütü Kırđar – Rumeli Exhibition Center and the new Istanbul Congress Center which are adjacent, located in the Congress Valley, 5 minutes away from Taksim Place and walking distance to the most important hotels in Istanbul.

Cosmoprof Middle East Istanbul, organized by SoGeCos S.p.A. and İnterteks, will start out with a 20.000 sqm surface set up in sectors representing the entire segment of cosmetics and beauty internationally (packaging, aesthetics, spas, medical, nails, national pavilions, hair, perfumery and cosmetics).

Istanbul, as a crucial hub and gate to the East, the Balkan countries and the Russian areas, has always been a center for business and goods exchanges. Lying on the Bosphorous and the capital of the ancient Ottoman Empire, the city enclosed the beauty and the strength of an area with a high potential. In fact, Turkey has grown 8 percent over the last two years by strengthening its government structure and its desire to become international.

Hence, BolognaFiere and İnterteks are pleased to contribute to the creation of the umpteenth success of the Cosmoprof Worldwide Bologna platform with an appointment in Istanbul from 22 to 25 March 2012.

### **About BolognaFiere Group**

BolognaFiere Group, a world's leading trade show organizer in the cosmetics, fashion, architecture and building, art and culture sectors, features in its portfolio more than 75 exhibitions, among domestic and international events. SoGeCos S.p.A., as organizer of Cosmoprof Worldwide Bologna (established 1967), the most important beauty meeting point in the world that will take place in Bologna next March 9-12 2012, has the privilege to work with the beauty industry in the 5 continents and to monitor new emerging markets where there is a demand for cosmetics products. The International platform offered by Cosmoprof, with its events in Hong Kong (established 1996), Las Vegas (established 2002) and Istanbul (established 2010) is a real warranty of result in the beauty industry all over the world.

### **About İnterteks**

Founded in 1976, İnterteks is the oldest, most experienced, most innovative, well known and respected trade fair organiser in Turkey, bringing buyers and sellers together for more than 35 years

with 460 international events in over 30 different industries. The majority of the trade fairs run by Interteks have decades of history behind them. Nearly 6.500.000 qualified buyers have come to see, buy and learn about the products and services that 53.100 international and Turkish exhibitors presented during this time span. And with that level of experience behind it, Interteks has developed high levels of expertise in marketing events, logistics and customer care.

**For further information:**

**SoGeCos S.p.a., company of BolognaFiere**

Ph. +39 02 796420 – Fax +39 02 795036 – [press@cosmoprof.it](mailto:press@cosmoprof.it)

**TRAGARA PR**

Cristina Rossi – Ph. +39 02 76002673 – [cristina.rossi@tragarapr.it](mailto:cristina.rossi@tragarapr.it)

**BolognaFiere S.p.a.**

Isabella Bonvicini – Tel. +39 051 282261 – [isabella.bonvicini@bolognafiere.it](mailto:isabella.bonvicini@bolognafiere.it)

**Interteks International PR**

Betul Binici – Ph. +90 530 9695057 – [betul@interteks.com](mailto:betul@interteks.com)

Yesim Avunduk – Ph. +90 532 2180163 – [yesim@interteks.com](mailto:yesim@interteks.com)