

Press release

SUCCESS FOR BOLOGNAFIERE WITH COSMOPROF ASIA IN HONG KONG: ITALIAN VISITORS UP 38%, FOREIGN VISITORS UP 17%.

PRESIDENT CAMPAGNOLI: WITH COSMOPROF, BOLOGNAFIERE IS THE ONLY ITALIAN FAIR WITH WORLD LEADERSHIP IN THE SECTOR AND IN ASIA. WE WILL CONTINUE TO GROW IN ASIA AND CHINA.

Yesterday in Hong Kong, Duccio Campagnoli, BolognaFiere's President, inaugurated Cosmoprof Asia, the edition of Cosmoprof that BolognaFiere organizes with SoGeCos and with British partner UBM for Asia and China.

As Mr. Campagnoli explained at an international press conference, *"The highly successful numbers for this exhibition confirm that Cosmoprof is the leading cosmetics exhibition in Asia as well. The increase in foreign professionals (+17% compared to last year) demonstrates our renewed commitment to making Cosmoprof a vast platform for international, European, and Italian professionals on the Asian market.*

In addition to Asian and Chinese exhibitors, the international halls of Cosmoprof Asia host exhibitors from all parts of the world: from the US to Japan, France and Germany. Especially significant is the new presence of developing nations such as South Africa, Turkey, and Thailand as producers in the sector.

"The Italian presence here at Cosmoprof Asia (up an amazing 38%) is a distinct success, demonstrating the resilience of Italian industry despite the crisis in our country," noted Mr. Campagnoli, congratulating the President of UNIPRO (Confindustria's industry association), present in Hong Kong as well.

Lastly, Mr. Campagnoli emphasised the importance of the Asian market for BolognaFiere and confirmed his intention to increase Cosmoprof's presence in Asia and in China by means of development initiatives.

Bologna, November 2011