

COSMETICS POLO



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“

- We are the reference Association of the Italian cosmetic production chain for third parties
- We are a network of companies characterized by a strong connection to our territory, with an international focus
- We are ambassadors of Made in Italy in the world for cosmetics

”

WHO WE ARE

THE MISSION



- **Stimulate dialogue between companies in the supply chain and encourage their international development**
- **Support companies in marketing/communication, trade fairs/events and advanced training**
- **Facilitate the participation of companies in the most important international trade fairs in the sector by organizing collectives**

THE NUMBERS

- **Over 80 associated companies located in the areas between Crema, Bergamo, Milan and Brianza where 65% of the make-up from all over the world is produced**
- **700 million euros of combined turnover**
- **3,000 employees**



THE SYSTEM



WHY TAKE PART

- Because it is the ideal partner for companies that want to create a business network and want to stand out in the international cosmetic scene with innovative Made in Italy products
- Because partnerships with some of the most important international clusters - Cosmetic Valley France, Beauty Cluster Barcelona and Japan Cosmetic Center - generate business, exchange of information on economic development and investment policies, technology transfer, and economic cooperation
- Because it is an integrated, authoritative and effective communication network capable of increasing the visibility of companies: "Cosmopolo" magazine (bilingual hardcopy paper edition and digital edition), 2 web portals (polocosmesi.com and cosmopolo.it), social media (LinkedIn, Instagram, Facebook and YouTube), newsletters, apps, videos, live shows, webinars and workshops

OTHER ADVANTAGES

- **Advanced training with the opportunity to participate in events/courses/webinars organized by the Association and made available exclusively to members**
- **Internationalization, by joining group exhibitions at discounted rates thanks to a direct relationship with the most important international trade fair organizations**
- **Information, distribution of a free copy of the Cosmpolo magazine and access to the multimedia contents of cosmopolo.it**
- **Agreements with temping agencies, language schools, travel agencies, service companies, etc.**



COSMETICS POLO ORGANIZES

- **Innovation Day**, annual event dedicated to the Italian and international cosmetics production chain reserved for entrepreneurs, managers, journalists, researchers and buyers. B2B meetings, conferences on Beauty and Innovation, round tables on the future of the cosmetics industry
- **Workshops** on different areas of interest - from consultancy and training in the plastics sector to courses dedicated to the development of soft skills, from advanced formulation to new market trends & benchmarks - supporting the continuing education and specialization of human and professional resources operating in the sector
- **Webinar** information and updates made in collaboration with agencies and specialized companies with a focus on packaging, products, market trends, certifications, regulations and tax regimes
- **Italian collective** at the most important international fairs dedicated to the cosmetic production chain for the promotion and internationalization of member companies in Italy and abroad

PARTNERSHIPS

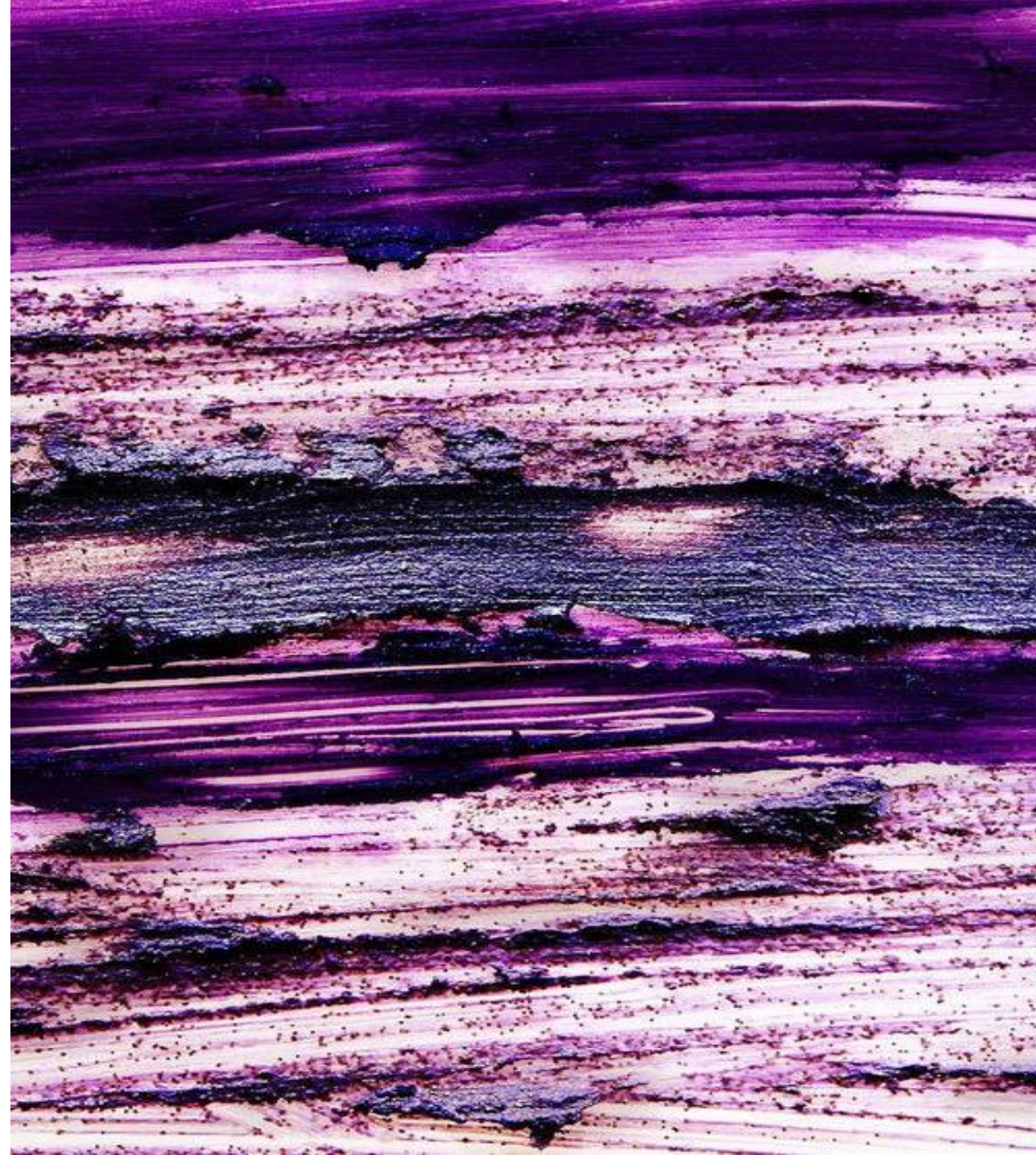


- BEAUTYSTREAMS
- BUREAU VERITAS
- IL SOLE 24 ORE
- MINTEL
- NIELSEN
- NPD GROUP
- WGSN

- JAPAN COSMETIC CENTER
- GCC.EU
- COSMETIC VALLEY FRANCE
- AEBB PORTUGAL
- BEAUTY CLUSTER BARCELONA
- IKMIB TURKEY
- TRANSYLVANIA LIFESTYLE



**COMMUNICATE
WITH
COSMETICS
POLO**



MULTIMEDIA PLATFORM

- Polocosmesi.com portal: in the "companies" section, each member has a dedicated page with the possibility of inserting a logo, description, an image of your choice; in the "news" section, each company can publish free information on new products, collections, participation in trade fairs, etc.
- Cosmopolo magazine (bilingual paper edition and digital edition) dedicated to the industry and the cosmetic production chain
- Cosmopolo.it portal and related social media channels (LinkedIn, IG and Facebook) for a total of over 20,000 targeted users

SPECIAL RATES

- Dedicated weekly newsletter
- Corporate social media management
- Video production (corporate, commercial, product clip)
- Advertisements on all of Cosmetics Polo's communication streams

FREE SERVICES

- Official presentation to members affiliated to Cosmetics Polo
- Involvement in industry inquiries and interviews with spokespersons
- Contributions/interviews in sector magazines, economic-financial newspapers (ex: Il Sole 24 Ore, Class Editore, Milano Finanza, Corriere della Sera, etc.)
- Participation in local, national and international media services (TV/radio/press)

USEFUL INFORMATION

Associazione Polo Tecnologico della Cosmesi
Via Libero Comune, 12
26013 Crema (CR)

C.F. 91038110192 - P.IVA 01603080191

www.polocosmesi.com

Erica Casali
General Management
+39.346.2646367
erica.casali@polocosmesi.com

Bibiana Sudati
Associative Marketing and Communication
+ 39.392.2215969
bibiana.sudati@polocosmesi.com

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