



SOUTH AFRICAN CONSULATE-GENERAL : MILAN
CONSOLATO GENERALE DEL SUDAFRICA : MILANO

GREAT EXPECTATIONS FOR SOUTH AFRICA'S DEBUT AT COSMOPROF 2019

South Africa will be participating for the first time at COSMOPROF, the global meeting platform for the professional beauty world taking place in **Bologna between 14-18 March 2019**.

The country will be present with a **National Pavilion at Hall 29 Stand A27, A42 & B41** featuring fourteen cosmetics manufacturers and the Cosmetics Export Council (CECOSA), which facilitates and assists export opportunities for brand owners and manufacturers in the sector highlighting their world-class cosmetic products to the global market.

At the South African Pavilion, professionals of the beauty industry can expect to find **new, totally natural products including homeopathic, aromatherapy massage oils, body and skin care products, perfumes and essences, facials, make-up, scrubs and serums made with organic raw materials**.

Over the last two years the SA cosmetics industry has experienced an estimated compound annual growth rate of 4.6%. The value of the sector, which includes the manufacture of cosmetics, perfumes and other personal care preparations, is estimated to have grown to Euro 1.76bn at retail level and Euro 1.26bn at manufacturing level. In the formal cosmetics sector there are approximately 250 companies that employ more than 60,000 people.

South Africa exported cosmetics to the value of Euro 505m in 2016, representing an increase of nearly 35% compared to 2013. The largest cosmetics category focusing on make-up, skin care and nails, increased exports by 45% from a value of Euro 148m in 2013 to Euro 217m in 2016. South African Development Community (SADC) countries remain South Africa's major trading partners.

Buyers, distributors, agents and all operators of the beauty sector are invited to the **inauguration of the National Pavilion** taking place on **15 March 2019 at 14:00 hrs** in the presence of the **Consul-General of South Africa in Milan, Ms Titi Nxumalo**.

Don't miss this appointment with South Africa's cosmetics industry at Hall 29 Stand A27, A42 & B41!
#SOUTHAFRICACOSMOPROF2019

