



COSMETORIUM

concept to consumer

Statement of Attendance Cosmetorium

3-4 October
2017

PALAU DE CONGRESSOS
DE BARCELONA
FIRA 1 MONTJUÏC




Step
Exhibitions



SEQC
SOCIEDAD ESPAÑOLA DE
QUÍMICOS COSMÉTICOS

EXHIBITION • SCIENTIFIC PROGRAMME • TECHFOCUS

www.cosmetorium.es

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Attendance at the second edition of Cosmetorium was pleasing despite the challenges the exhibition faced in the political climate in Catalonia. 25% more people registered to attend the show this year. Cosmetorium is organised by the Spanish Society of Cosmetic Chemists and Step Exhibitions – see figures below.

Post event investigation of the attendance profile indicates that Cosmetorium attracts a complete cross section of the Spanish personal care market, from cosmetic chemists, technologists and scientists to sales and

marketing professionals to senior company executives and international attendees. Together, SEQC and Step Exhibitions are determined to ensure that Cosmetorium will continue to be relevant for all these sector professionals.

More exhibition stands have been added for 2018, with the total surface area of the event increasing to meet the growing demand for stands. The Scientific Programme will run again, as well as the TechFocus sessions.

Exhibitor Summary

	2016	2017
Number of exhibitors	75	107

Two thirds of companies with stands at Cosmetorium were Spanish and the balance were multinational. There were a total of 77 stands at the show and 107 different companies were represented, including stand sharers. A total of 1,728 individual industry professionals attended Cosmetorium over the 2-day event. This is the number of exhibitor staff combined with 1,089 visitors, not including re-entries.

Visitor Attendance Summary

	2016	2017
Pre-registration data	1578	1970
Day 1	1026	546
Day 2	742 (included 357 re-entries)	725 (included 182 re-entries)

Exhibition Visitors 2017

	2016
Pre-registration data	1271
Total Visits	1089 (individual visitors)

First devised by the SEQC and Step Exhibitions in 2016, Cosmetorium offers a 2-day forum for detailed investigation and discussion on issues relating to formulation, production and delivery of personal care products. It recognises the significance of Spain in the international market and provides answers to many of the key issues in the sector. For more information, analysis, recommendations or feedback please contact:

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