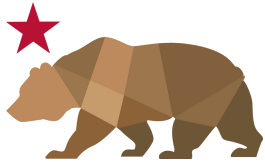


COSMOPROF BOLOGNA 2023

CALIFORNIA PAVILION

Bologna, Italy
March 16-20, 2023

CALLING CALIFORNIA SMALL BUSINESS EXPORTERS



Represent California at Cosmoprof Bologna 2023!

The California Governor's Office of Business and Economic Development (GO-Biz) will provide funding to five (5) eligible California small businesses to exhibit at Cosmoprof Bologna. California small businesses who qualify for STEP funding are eligible to participate at a significantly reduced cost.

For more than 50 years, Cosmoprof Worldwide Bologna is the leading 360° worldwide event for the professional beauty sector.

- 1,200+ media representatives
- 2,700 exhibiting companies from 70 countries
- 220,057 trade visitors from 144 different countries
- 67% of exhibitors are from all over the world
- 48% of visitors are from all over the world

CALIFORNIA PAVILION BENEFITS INCLUDE:

- Pavilion build out
- Trade support services
- International buyer match making

APPLICATION PROCESS:

- Interested companies must first confirm space availability with [California Trade Alliance \(CTA\)](#) or [show organizer](#)
- Once exhibition space has been secured, the California company must confirm California STEP eligibility by submitting an event application via step.business.ca.gov/.
 - Choose "Event Application" as the application type, and select "Cosmoprof Bologna" from the event list.
- The GO-Biz team will review applications and notify eligible applicants of an award
- Selected companies will come back to GO-Biz AFTER the event has concluded to request for reimbursement by providing the invoice, proof of payment, and proof of activity (picture of company booth at trade show)

CALIFORNIA STEP PROGRAM:

Click [HERE](#) to review STEP eligibility.

This opportunity is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



CALIFORNIA OFFER:

\$3,000 USD Reimbursement to offset exhibition participation costs for up to five (5) California STEP eligible companies (first come first served)

STEP Application Deadline:

March 10, 2023

STEP Funding Application Link:

step.business.ca.gov

- Select STEP Event as application type
- Select Cosmoprof Bologna from the event list.

Cosmoprof Bologna Info:

<https://www.cosmoprof.com/en/>

California Pavilion Info:

https://www.caltradealliance.org/trade_show/cosmoprof_bologna/

California Pavilion Questions:

Kimberly Pederson
kimberly@caltradealliance.org

CA STEP Program Questions:

Mariana Guevara,
Mariana.Guevara@gobiz.ca.gov

Organized by:

COSMOPROF
WORLDWIDE BOLOGNA

California
Trade
Alliance

Supported by:



Contact or follow us to learn more [#GOBizInternational](#)

[Website](#)

[Email](#)

[Twitter](#)

[LinkedIn](#)