



Cosmoprof Bologna

March 20-23, 2025

The California Governor's Office of Business and Economic Development (GO-Biz) will be hosting a California Pavilion for 8 California small businesses in the USA Pavilion at [Cosmoprof Bologna](#). The participation fee is \$2,500.

What to Expect

Exhibition package includes: turn-key booth, basic furniture, graphics, power access, 2 exhibitor badges, company trade show registration fee, social media marketing, digital directory listings, and access to conference programming.

Who should apply

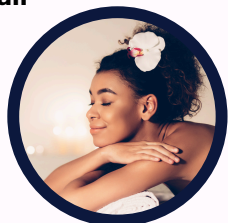
- Hair products
- Skin products
- Cosmetics
- Nail products
- Beauty tools and equipment



Hair



Nail



Beauty

Apply Now

- Once in the [STEP Portal](#), create a new application and select "STEP Event" as the application type.
- Select "Cosmoprof Bologna" from the event selection drop-down and provide the additional requested information in the application.
- The GO-Biz team will contact applicants regarding STEP eligibility and next steps in the approval process.
- For more information on STEP and STEP eligibility, click [here](#).



CALIFORNIA
BUSINESS AND ECONOMIC DEVELOPMENT

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