

**ERASMUS KICK OFF MEETING
1-2 FEBRUARY 2021**

CAMERA ITALIANA ACCONCIATURA
PARTNER PROFILE

Who is Camera

- CIA is a non-profit national body which groups together, the 2 Italian Associations of Hairdressers, Cosmetica Italia (National association of cosmetic companies) and 2 Academies of Hairdressers (ANAM, <http://www.anamaccademia.it>, UAAMI,) grouped in INAI.
- CIA has been promoted by National Associations of Hairdressing (CNA Benessere Sanità), (<http://www.cna.it/mestieri/acconciatori#.XHAeheRKi1s>); Confartigianato Acconciatori (<https://www.confartigianato.it/come/categorie/benessere/>) and Cosmetica Italia, (<https://www.cosmeticaitalia.it/>).

The specificity of Camera

- The convergence of the three sectors that the CIA promotes, represents a novelty in the panorama of hairdressing in Europe and has a positive effect on the representation of the interests of hairdressing sector with the competent authorities at national and at European level; on the promotion of vocational training and the professional updating of Italian hairdressers.

Interest representation

- CIA, by representing 80.000 enterprises of the hairdressers and cosmetic industry with 200.000 employees and 70 Vocational Centers, is the national single point where professionals, industry and training centers have a permanent exchange of knowledge with regard to the trends in the hairdressing sector and therefore to orientate the choices that can facilitate innovations that can improve the quality of services and therefore the development of the sector.

SOCIAL DIALOGUE

- CIA is member of the European Association of Hairdressers COIFFURE EU.
- CIA seats in the Board of Coiffure EU
- CIA participate to the European Committee of Sector Social Dialogue of Personal Services.