

**COSMOPROF WORLDWIDE BOLOGNA POSTPONES THE 53rd EDITION TO 2021
AND PRESENTS AN EXCLUSIVE DIGITAL FORMAT, A NEW WAY OF DOING BUSINESS
FOR THE BEAUTY SECTOR IN THE NEXT MONTHS**

April 2020 – The 53rd edition of **Cosmoprof Worldwide Bologna**, the reference event for the global cosmetic industry, will take place in Spring 2021.

"The current economic scenario and COVID19 emergency all over the world require us to postpone Cosmoprof to next year. It has been a tough decision, but our main goal now is safeguarding exhibitors and operators, allowing them to present to the market at their best and obtain the most efficient results. We will soon communicate the new dates," - says **Gianpiero Calzolari, President of BolognaFiere Group**. "In the meanwhile, Cosmoprof will not stop. Our goal is the revival of the cosmetic sector and, in the coming months, we will maximize our skills to facilitate the natural connection between producers and buyers, and thus give new lifeblood to the sector."

As one of the new projects aimed at helping the recovery of business relationships, **from 4 to 10 June** Cosmoprof Worldwide Bologna will present **WeCosmoprof**, a digital format, organized with the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**, and in collaboration with **Cosmetica Italia – Personal Care Association**.

"**WeCosmoprof** is our concrete contribution to the restart of economic activities for exhibitors and operators in our community – says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - Cosmoprof has been a connection provider for over 50 years, a business facilitator all over the world, and it has based its uniqueness on the importance of physical networking between supply and demand. In a scenario imposing limits on displacements and physical interactions, our role requires us to offer alternative opportunities for business relationships in the sector. **WeCosmoprof** was born in the hope of meeting again in 2021 at the 53rd edition of Cosmoprof Worldwide Bologna, to face together the new opportunities and future scenarios".

WeCosmoprof will be available to exhibitors, buyers, distributors, and retailers from the Cosmoprof community. Thanks to the digital technologies and services that Cosmoprof has been making available to companies and operators attending the fair for years to encourage networking and the development of new projects, **WeCosmoprof** will offer a three-dimensional experience that is currently unprecedented for the exhibition sector. The core will be the networking between companies and operators, with the match-making services of the **Cosmoprof My Match** software, a consolidated tool for business relations of Cosmoprof Worldwide Bologna. Exclusive virtual rooms will be available to exhibitors and buyers, where they can have a preview of new products and services, deepen opportunities for further developments in the relevant markets, and negotiate orders and contracts.

In addition to the match-making platform for B2B activities, **CosmoTalks Virtual Series** will offer a detailed update of the market evolution with 30 webinars. **Cosmo Virtual Stage** will present training sessions, focused on new consumers habits and trends, on efficient communication strategies, and the best opportunities for hospitality tourism, SPA, and wellness.

The professional channel will be provided with new suggestions and useful information thanks to **#dontstopbeauty**, published on Cosmoprof website and social accounts with posts and live demos for hairstylists, beauticians, and nail artists wishing to reopen their stores with a brand-new approach.

Exhibitors of Cosmoprof Worldwide Bologna can choose to have visibility on both channels, **WeCosmoprof** and **#dontstopbeauty**, with live demos of new products and projects.

During **WeCosmoprof**, subscribers of the Cosmoprof website will be able to access all the latest news of more than 3,000 exhibitors, as well as to an exclusive digital catalogue with over 800 Italian exhibiting companies, with particular attention to the products presented for the first time on the market. The digital inventory will be available in Italian, English, French, Chinese, Arabic, and Portuguese, thanks to the "Beauty Made in Italy" project, supported by the Ministry of Foreign Affairs and International Cooperation and ITA - Agency.

"In recent months, many entrepreneurial realities in our country are experiencing serious difficulties due to the spread all over the world of COVID19 – says Gianpiero Calzolari. - With the Ministry of Foreign Affairs and International Cooperation, with ITA and with Cosmetica Italia, we are at the forefront to make our contribution to the rebirth of the Made in Italy beauty industry".

"Helping our country for its recovery means interpreting the evolution of post-COVID consumption trends. We will probably face a "new normal" phase, with a growing digital transformation - says **Carlo Ferro, President of ITA – Italian Trade Agency**. - As ITA, we are committed to strengthening our activities and support to the national trade shows focusing on key international markets. Among the emergency measures, I can mention the free export services for companies with up to 100 employees, compensation for companies not participating in trade shows around the world, the financing of participation in Italian missions in events abroad for the next 18 months. Furthermore, we aim to create virtual exhibitions, as a support to real events, which can last 365 days a year. Meanwhile, we continue the collaboration with Cosmoprof and Cosmetica Italia, through a series of initiatives involving our offices, such as the study of international digital marketing campaigns for the promotion of WeCosmoprof. Our aim is facilitating the revamping of Made in Italy: everyone in the world loves Italy, aspires to its style and appreciate its charming combination of history, culture, and geographical territory."

"The evolution of COVID19 not only in Italy, but throughout the world, will be decisive for assessing the economic repercussions of this emergency, and it will surely have an impact on all industrial sectors, including cosmetics. What we are facing - says **Renato Ancorotti, President of Cosmetica Italia** - is a challenge, but it is also an opportunity to show how strong and brave we can be. WeCosmoprof is our answer to this circumstance. BolognaFiere Group, institutions, and trade associations are even more united, with a sense of responsibility, to give companies concrete resources and tools for the development of their business".

WeCosmoprof will be promoted in key markets in Europe, Asia, and the Americas, with specific campaigns on Cosmoprof communication channels, as well as with exclusive content created by media partners and trend agencies. Furthermore, webinars will be scheduled in Angola, Brazil, Chile, France, India, Great Britain, Korea, Morocco, Russia, Turkey, and United States, with the support of the Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency, as a reaction to the COVID19 emergency.

For further information, www.cosmoprof.com.