

THE JUMP-START OF THE BEAUTY INDUSTRY AT WECOSMOPROF
The first digital event organized by Cosmoprof Worldwide Bologna
has ended with excellent results

June 11, 2020 – The first edition of **WeCosmoprof**, the digital event for the beauty industry organized by Cosmoprof Worldwide Bologna, has successfully ended. From 4 to 10 June, the innovative format was made available to the **3,000 exhibitors** registered for the 53rd edition of the event. **More than 40,000 operators from over 100 countries** have joined the initiative.

The core of the event was the networking platform, **Cosmoprof My Match**, which allowed companies, buyers, retailers, and distributors to re-establish relationships with key players in the industry, thanks to the implementation of messaging services and virtual rooms for exclusive video calls.

The webinars scheduled during the event have been particularly appreciated. **CosmoTalks - The Virtual Series** involved over 50 speakers, including representatives of trend and design agencies, market research experts, managers of leading international companies, and media partners of the Cosmoprof network. The ten meetings of **Cosmo Virtual Stage** meetings offered an overview of the professional channel in Italy, with 15 experts who shared suggestions and indications for operators, struggling with the reopening of the activities. Furthermore, 15 selected exhibitors presented their novelties to the WeCosmoprof virtual audience. **Over 6,000 operators** attended the live sessions as a total. On social media, the event reached over 170,000 unique users, with more than 970,000 views.

WeCosmoprof hosted the official presentation of **CosmoTrends**, the trends report based on the products proposed by exhibitors. During the last editions of Cosmoprof, the initiative created in collaboration with Beautystreams, has become a fundamental tool for visitors and companies. CosmoTrends 2020 has allowed companies to promote their latest launches: the report is the starting point for reorganizing the business activities in the coming months.

"WeCosmoprof is the result of the research and innovation of the latest editions of Cosmoprof - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - This project will match with the physical trade show. In this way, Cosmoprof enters a new decade as a protagonist: by 2030, we want to offer cutting-edge business platforms integrated with our annual event. The fair is a key meeting point for the industry, and it will always play this role: face-to-face meetings facilitate networking and increase the possibilities for new collaborations. With WeCosmoprof, we offer our exhibitors digital technologies to optimize further the time they spend on the show floor. The digital evolution of Cosmoprof does not stop here: we are evaluating new initiatives for the coming months, with the support of international players".

On the occasion of WeCosmoprof, Cosmoprof Worldwide Bologna presented an exclusive digital catalog with over 800 Italian exhibiting companies, named "Beauty Made in Italy". The record is available on the cosmoprof.com website in 6 languages - Italian, English, French, Chinese, Arabic, and Portuguese - and was created thanks to the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**.

"Many companies in our country are experiencing serious economic difficulties, due to the spread all over the world of COVID19 - says **Gianpiero Calzolari, President of BolognaFiere**. - With the Italian Ministry of Foreign Affairs and International Cooperation, with ITA and with Cosmetica Italia – the personal care association, we are at the forefront of the restart for Made in Italy".

"Since the beginning of the lockdown, Cosmetica Italia and Cosmoprof have collaborated side by side to find alternative and concrete answers to support the business - says **Renato Ancorotti, President of Cosmetica**

Italia. – Today, the negative trends registered in the past weeks are being replaced by signs of recovery. Italian beauty industry has the opportunity to reaffirm itself as the flagship of Made in Italy in the world and to prove to be a strategic sector for a new *Italian Renaissance*".

"Since the start of the health emergency, ITA has implemented new services for Italian companies, in particular for SMEs - says **Carlo Ferro, President of the ITA Agency**. - Today we want to combine reaction and vision, supporting the new start with specific initiatives for companies facing new digital challenges in international markets. ITA is presenting new projects, including *Smart 365 Fair*, to equip the fair system with virtual tools; 59 initiatives of e-commerce and mass-market distribution; and, specifically for this sector, a digital promotion campaign in 17 countries of the "Beauty Made in Italy" catalog. These are just some of the many projects in our schedule. The agreement for export, which we have recently signed, confirms the commitment of our agency in innovation".

A second edition of the "Beauty Made in Italy" catalog will be ready in October with more translations, to promote the excellence of the Italian industry among the most important international players. To download the brochure, click here: <https://www.cosmoprof.com/beautymadeinitaly/>

For further information, www.cosmoprof.com