

**COSMOPROF WORLDWIDE BOLOGNA PRESENTS WECOSMOPROF - THE DIGITAL BEAUTY EVENT
TO SUPPORT THE BEAUTY INDUSTRY**

May 25, 2020 – To face the current challenges for the cosmetic industry, **Cosmoprof Worldwide Bologna** offers the beauty sector an unprecedented tool for networking and updating. **WeCosmoprof**, the digital event of Cosmoprof Worldwide Bologna, scheduled **from 4th to 10th June**, provides key players with an innovative and free platform, which combines a match-making software with a calendar with over 30 webinars, with the participation of experts and trendsetters, to find out how the post-COVID19 cosmetic industry will be.

“For over 50 years, it has been an honor for us to host the leading companies and the most influential operators in the beauty sector at Cosmoprof Worldwide Bologna. Thanks to their trust, the exhibition is now the reference event for the industry, representing the global market status. In this historical moment, we must support our community with new initiatives, - says **Gianpiero Calzolari, President of BolognaFiere Group**. - With WeCosmoprof, our goal is to fulfill the needs of the segment, using digital tools to facilitate contact among international stakeholders. The support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**, and the collaboration with **Cosmetica Italia**, are fundamental for the promotion and participation of the entire industry. “

WeCosmoprof offers concrete tools for companies and operators to restart their business activities using the digital services of the Cosmoprof network. A three-dimensional experience, to facilitate networking, updating and training among professionals.

NETWORKING: COSMOPROF MY MATCH

The core of WeCosmoprof is Cosmoprof match-making software, **Cosmoprof My Match**. Thanks to an exclusive algorithm, the tool encourages the relationship between supply and demand, selecting the most suitable partners for each business profile in a short time.

A digital directory with more than 3,000 Cosmoprof exhibitors will be available to buyers, operators, and journalists, with presentations of over 8,000 products and reports of brand-new launches. Cosmoprof My Match will select the most relevant content for each user, and it will be possible to contact the most appropriate commercial partners through an interactive communication system.

“During WeCosmoprof, the potential of Cosmoprof My Match will be increased, to offer new networking opportunities, in compliance with the social distancing rules imposed to prevent contagion from COVID19 – says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - Exhibitors and buyers will be able to schedule meetings, thanks to the messaging function of the software, and interact in video calls hosted in our virtual rooms, where they will be able to discuss proposals and future projects.”

KNOWLEDGE & UPDATES: COSMOTALKS VIRTUAL SERIES

In addition to the match-making platform for B2B activities, WeCosmoprof will propose an articulated calendar with 30 webinars and digital content.

The evolution of the cosmetic industry after the COVID19 emergency will be the leitmotif of the talks, with the participation of trend and design agencies, market experts, and trade magazines.

Today the industry is forced to reset its rules and processes, accepting new production technologies, marketing strategies, and communication attitudes towards customers. The partners collaborating for **Cosmotalks Virtual Series** will analyze the new scenario, especially highlighting the opportunities created by the pandemic emergency. The webinars will underline the effects of the lockdown on the main international markets, as well as new emerging trends and communication solutions - the impact of safety and hygiene issues on the beauty sector, the balance between safe products on one side, and sustainability and circular economy on the other, the importance of storytelling in the dialogue between brand and consumer.

During WeCosmoprof, Beautystreams will present **Cosmotrends**, the report of the main trends emerging among Cosmoprof exhibitors: a useful tool to identify which will be the key concepts driving the new deal.

TRAINING: COSMO VIRTUAL STAGE

Every new beginning comes from deep transformations: this is the claim of **Cosmo Virtual Stage**, with sessions dedicated to Beauty Salon and Spa sector. The changes in the purchasing experience of a beauty product, new make-up trends, ethical brand communication, opportunities for Spa and Hospitality, the secrets for the correct nutrition of beauticians, and the prospects and developments for Spa & Wellness will be the main topics.

The contents and the match-making platform of WeCosmoprof will be available to all exhibiting companies of the 53rd edition of Cosmoprof Worldwide Bologna, scheduled for 2021, and to the operators registered on the website www.cosmoprof.com. The project will be promoted in Europe, Asia, and the American continent, through digital and social advertising, as well as thanks to webinars organized in collaboration with ICE offices in Angola, Argentina, Chile, Egypt, France, India, Korea, Morocco, Russia, and Thailand, to invite international buyers, distributors, and retailers.

Registered press and influencers can participate in the initiative, too, to discover what's new for the beauty sector, to understand how the cosmetic industry is evolving, and to use their professionalism to highlight the quality and excellence of the cosmetic industry.

For further information, <https://www.cosmoprof.com/wecosmoprof/>

Image & communication
Paolo Landi
paolo.landi@cosmoprof.it
Arianna Rizzi
arianna.rizzi@cosmoprof.it
T. 02 45 47 08 253

Press Office BolognaFiere
Isabella Bonvicini
isabella.bonvicini@
bolognafiere.it
T. (+39) 051 28 29 20
T. (+39) 335 79 95 370

www.cosmoprof.com
Organizzato da
BolognaFiere
Cosmoprof S.p.a.

Company of



In collaborazione con



Con il supporto di

