

WECOSMOPROF: THE RESTART OF THE COSMETIC INDUSTRY

More than 40,000 operators and over 500 companies have made use of the digital tools of the event, reinforcing business relationships and contacts

19 October 2020 - The second edition of **WeCosmoprof**, the digital event of the international network Cosmoprof Worldwide Bologna, ended with excellent results. **Over 40,000 operators** visited the WeCosmoprof event, and **more than 500 companies** presented their products on the **Cosmoprof My Match**, **WeCosmoprof x Alibaba.com**, **WeCosmoprof x BORN**, and **WeCosmoprof x Needl** platforms, taking advantage of the services specifically made available by the organizers to meet the needs of individual sectors.

"WeCosmoprof, with its advanced match-making tools, has allowed operators and companies from all over the world to relaunch their activities in total safety, overcoming the restrictions in force today, - declares **Gianpiero Calzolari, President of BolognaFiere**. - Thanks to the synergies created with our international partners Alibaba.com, BORN and Needl, we were able to offer an unprecedented system of matching between supply and demand, laying the foundations for new projects and development opportunities. "

Thanks to the platform's modular structure, WeCosmoprof has guaranteed tools suitable for every sector and distribution channel. Therefore, the "exhibiting" companies could diversify their communication according to the buyers registered in the four virtual pavilions.

The in-depth sessions scheduled for the event's duration were top-rated, with **over 5,000 users interested in the webinars**. The **CosmoTalks - The Virtual Series** sessions involved more than 100 speakers: journalists from the most prestigious international newspapers, experts from the most renowned trend agencies, market analysts, business managers, and influencers shared their predictions for the future of the industry, analyzing the long-term effects of the increase in digitization, the new communication strategies, the most innovative solutions for retail and the new social and environmental scenarios that will influence the sector.

Cosmo Virtual Stage brought together trade associations, experts, and cult personalities for the professional channel, united in proposing new solutions for owners and operators of beauty centers and hairdressing salons. The platform hosted live demonstrations of massages and treatments aimed at customers' psychophysical well-being, insights dedicated to the new communication frontiers, social media opportunities, particularly by TikTok, and a focus on the theme of diversity and inclusivity. There was no lack of updates on the economic situation, with market data for the hair sector and the exposure of the measures needed today to protect the profession.

"This edition of WeCosmoprof has given us very satisfying results, - underlines **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. - Now, we need to look ahead and continue to work to facilitate the recovery. The digital event is complementary to the actual fair experience, but it cannot be the only solution. No platform can replace the value of human relationships and the possibility of testing a new product, a texture, or a fragrance. Our goal is to keep producers, retailers, and buyers in contact in this delicate historical phase, then return to Bologna, in our exhibition center, and strengthen the foundations for a new rebirth for our industry. "

For further information, www.wecosmoprof.com

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