

### COSMOPROF NETWORK, ALIBABA.COM, BORN AND NEEDL TOGETHER FOR WECOSMOPROF, THE INNOVATIVE DIGITAL EVENT FOR THE BEAUTY INDUSTRY

October 5, 2020 – An innovative match-making software for companies and buyers, to exploit the potential of the beauty industry at a global level: for the first time in the trade fair world, the Cosmoprof platform joins international key players for the second edition of the digital event **WeCosmoprof**.

**ALIBABA.COM**, **BORN** and **Needl** are exclusive partners for the development of the format.

**From 5 to 18 October**, thanks to the latest digital technologies, WeCosmoprof allows an unprecedented meeting between supply and demand. The program also includes in-depth sessions on industry trends and the evolution of the market with **Cosmotalks - The Virtual Series**, as well as webinars dedicated to the professional channel, with **Cosmo Virtual Stage**. **Gianpiero Calzolari, President of BolognaFiere Group**, comments: "The current economic scenario confirms that in order to face the upcoming challenges imposed by the market, it is necessary to create a compact system. Thanks to its reputation, built in over 50 years of history as a reference event for all beauty stakeholders, today Cosmoprof has the ability to aggregate the most innovative digital platforms on the market and to create strategic synergies for the growth of the sector. Only by combining our skills and services can we adequately respond to current market needs."

The digital event has been promoted with a specific investment campaign by **ITA - Italian Trade Agency**, with the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Emilia Romagna Region**, and with the collaboration of **Cosmetica Italia – personal care association**.

"ITA - Italian Trade Agency is committed to consolidating the role of Cosmoprof as the main international showcase in the sector and strengthening the support activities for our companies and our exhibitions on international markets - underlines **ITA General Manager, Roberto Luongo**. - Repositioning our Made in Italy brand is a way to adapt to changes in consumption patterns, as evidenced by the significant growth of e-commerce that has characterized much of this 2020, leading to an increasingly natural acceleration towards digital. In recent months, among the emergency measures implemented by ITA, we have already confirmed free export start-up services for companies up to 100 employees, compensation for non-participation in trade fairs worldwide, and the financing of group missions in foreign shows for the next 18 months. Furthermore, we are creating virtual fairs linked to the physical ones, which can last 365 days a year. These are the reasons leading ITA to support Italian companies within the international digital event WeCosmoprof, a great hub for commercial relations and an unmissable opportunity to consolidate and innovate relations with foreign counterparties interested in the excellence of Made in Italy".

"Our trade show system is one of the most important in Italy and beyond; therefore, every exhibition in such a difficult period contributes to its restart, as well as to that of the companies involved, - declares **Stefano Bonaccini, President of Emilia-Romagna Region**. - I thank the organizers for not losing heart and confirming and strengthening this innovative formula of one of the most representative trade shows. As a Region, we confirm our commitment to finding solutions shared with the Government in support of the entire exhibition sector".

"Estimates till the end of 2020 show a contraction in the sector's global turnover up to 11.6%. Even if harmful, these results are a sign of our companies' resilience and entrepreneurial capacity - comments **Renato Ancorotti, President of Cosmetica Italia**. - Our sector has been hit by an unprecedented emergency. Still, we have proved that we are an industry that is good for the country under an economic, scientific, and social perspective. In this moment in which new paradigms need to be designed for the restart, the close synergy with Cosmoprof and the support of the institutions allow us to identify new models and tools, as WeCosmoprof testifies, to continue to grow the sector."

For further information, [www.wecosmoprof.com](http://www.wecosmoprof.com)

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