

**COSMOPROF NETWORK, BORN AND NEEDL COLLABORATE TO LAUNCH WECOSMOPROF,  
THE MOST INNOVATIVE DIGITAL EVENT FOR THE COSMETIC INDUSTRY**

**International marketplaces will contribute to the second edition of WeCosmoprof,  
scheduled from 5 to 18 October, to optimize business tools for the sector**

July 2020 – **Cosmoprof** will join international key players for the launch of the second edition of WeCosmoprof, the digital event dedicated to the beauty sector. **BORN** and **Needl** join forces as exclusive partners.

**From 5 to 18 October**, WeCosmoprof will offer a digital tool to companies and global buyers using the latest AI technologies, allowing an unprecedented matching between supply and demand. As part of the program, **Cosmotalks - The Virtual Series** will present updates on industry trends and its evolution, and training sessions will be dedicated to the professional channel, with **Cosmo Virtual Stage**.

"The current economic scenario confirms that to face the next challenges imposed by the market it is necessary to work as a global system - says **Gianpiero Calzolari, President of BolognaFiere**. - Today an international network such as Cosmoprof can no longer act as a single player, but as a leading group integrated with other peers. Thanks to its reputation built over 50 years of history as a reference for all the segments of the cosmetic industry, Cosmoprof can gather together the most innovative digital platforms and create both vertical and transversal synergies for the growth of the sector."

"Cosmoprof is the stage where the international cosmetic leaders meet to develop new market strategies, and it will keep this role in the future. With WeCosmoprof we want to provide our community with new opportunities - says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof**. – Our goal is to enrich the physical dimension of the fair with a functional and performing digital platform. The physical exhibition is still an undeniable opportunity for stakeholders, as it is the only possibility to check the quality and standard of beauty products and discover the latest news which will influence the market. With WeCosmoprof, operators and exhibitors will be able to catch more details on the most interesting companies for their business, thus improving the quality of the time they spend on the show floor. This integration with new tools and business solutions will revolutionize our sector in the near future. "

Depending on the sector of reference and product categories, during WeCosmoprof companies and buyers will join 3 virtual pavilions.

**Cosmoprof My Match**, from 5 to 9 October, will provide the key opportunity for all operators interested in digital marketplaces and new business opportunities, made possible by its match-making software, *Cosmoprof My Match*.

With the same timing **WeCosmoprof X Needl** will host suppliers, retailers and distributors to create a new stream of business opportunities. Exhibitors will be able to indicate their export targets, discover and connect with global retailers, specialized stores, and strategic importers that match their expertise.

"Finding the right distributors shall not be left to chance. Sourcing innovative brands or private label suppliers shall not be left to chance. Needl is a global FMCG online community accelerating partnerships between suppliers and buyers, across multiple sales channels, according to their respective business objectives and

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needs. We are very much looking forward to delivering new business opportunities to exhibitors and buyers during WeCosmoprof", says **Aurelien Van Berten, Needl's General Manager** - <https://needl.co/>.

From 12 to 16 October, BORN - [www.born.com](http://www.born.com), with a portfolio of 2,800 selected design and lifestyle buyers, will enable curated prestige brands to showcase, connect and grow their business on **WeCosmoprof X BORN**. **Jean-Christophe Chopin, Founder and CEO of BORN**, said: "with teams between California and Europe, we have developed in 3 years a leading designed technology market-network to connect premium brands and retailers from around the world. I am extremely proud to associate BORN to Cosmoprof and participate in the digital transformation of the most respected International rendez-vous in the beauty sector".

WeCosmoprof will take advantage from the collaboration with **Beeonboard**, leader in the positioning of companies in virtual markets, for promotion and sales worldwide.

WeCosmoprof will be 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 in collaboration with **Cosmetica Italia – the personal care association**. ITA will select top-level Italian companies, which will be able to participate in WeCosmoprof and in the activities of all its virtual pavilions.

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

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