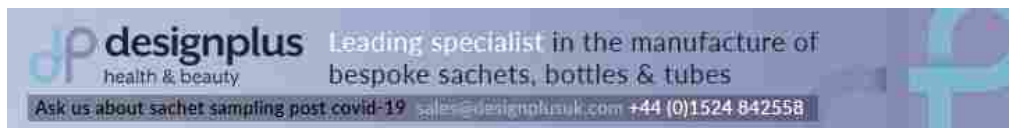


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BREAKING NEWS

Cosmoprof Asia Digital Week Wraps Up

652 exhibitors from 19 countries and regions took part in the event.



8,953 visitors from 115 countries and regions registered on the platform in order to virtually network, learn about current and upcoming trends, and increase their business.

TRENDING

- Ranking The Top 50 Cosmetic Companies
- New 'Beauty Innovation & Design Award' Program Announced
- Carmen Electra Launches Gogo Skin Care
- LVMH Names New CEO Of Selective Retailing
- Miu Miu Launches First Fragrance And Casts A Kitten In The Campaign



Beauty Packaging Staff • 12.03.20



The first-ever edition of **Cosmoprof Asia Digital Week** has concluded successfully, creating business opportunities for companies and operators looking for new business solutions in the Asia-Pacific region.



652 exhibitors from 19 countries and regions took part in the event, with 227 companies joining Cosmoprof Asia for the very first time. Thanks to international associations' and governments' commitment to support the beauty industry, 15 Country and Group pavilions from China, Greece, Italy, Korea, Poland, Spain, Switzerland, and UK participated in Digital Week.



8,953 visitors from 115 countries and regions registered on the platform in order to virtually network, learn about current and upcoming trends, and increase their business. Both exhibitors and visitors reported strongly positive interactions, with 3,568 b2b meetings and 31,009 live chat connections through the innovative Match & Meet software by Cosmoprof Asia.

"Cosmoprof Asia Digital Week has been a profitable opportunity for our international exhibitors and operators," said Gianpiero Calzolari, president of BolognaFiere Group. "The Asia-Pacific region is still a key market for the beauty industry, and it will be one of the first areas to recover in the next months. It is therefore important for our exhibitors and operators to maintain a strong

interaction with local stakeholders, and thanks to Digital Week, our international community could share updates and specific projects for APAC consumers.”

“We are delighted by the overwhelmingly positive results from this first edition of Cosmoprof Asia Digital Week,” said David Bondi, senior vice president – Asia of Informa Markets and director of Cosmoprof Asia Ltd. “Digital Week has proven that buyers and sellers are eager for connection and commerce via a high-quality online event, while establishing a strong foundation for future hybrid events combining physical and online trade. We look forward to 2021 knowing that whatever it brings we will be able to continue to bring the industry together again.”

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