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COSMOPROF IN DIGITAL FORMAT: WECOSMOPROF RUNS FROM 4 – 10 JUNE

Monday, 25 May 2020 10:32 | Print

WeCOSMOPROF
The Digital Event for Beauty

NETWORKING OPPORTUNITIES,
INSPIRATIONAL CONTENT AND LIVE DEMONSTRATIONS

WHO
b2b beauty
community

WHEN
4 – 10 June
2020

WHERE
cosmoprof.com/
wecosmoprof

The 53rd edition of Cosmoprof Worldwide Bologna will now be postponed until Spring 2021, but in an unprecedented move, the digital format called WeCosmoprof will enable participants to continue to do business over the coming months.

"The current economic scenario and the global Covid19 crisis situations mean we've had to postpone Cosmoprof until next year," explains Gianpietro Calzolari, President of BolognaFiere. "We have carefully assessed the difficulties associated with this decision, but our main objective is to protect exhibitors and operators, giving them the opportunity to present themselves to the market in the most effective way they possibly can. We will publish our new dates as soon as we can and, in the meantime, I would like to thank everyone for their ongoing support. Nevertheless, Cosmoprof is not completely on hold: our goal is the revival of the cosmetics industry and, in the coming months, we will maximize our skills to facilitate the natural connection between producers and buyers, and thus give new lifeblood to the industry."

So, the digital format - WeCosmoprof - has been organised thanks to the support of the Ministry of Foreign Affairs and International Cooperation and the ITA - Italian Trade Agency, and in collaboration with Cosmetica Italia. WeCosmoprof will run from 4 to 10 June.

"WeCosmoprof is our concrete contribution to the resumption of economic activities for exhibitors and operators in our industry," states Enrico Zannini, General Manager of BolognaFiere Cosmoprof. "Cosmoprof has provided connectivity for over 50 years and has been a business facilitator throughout the world, basing its unique formula on the importance of physical networking between supply and demand. In a scenario that imposes huge limitations on physical interaction, our role is to offer alternative opportunities for business relations across our industry."

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ghd

**NEW GHD HELIOS
PROFESSIONAL
HAIRDRYERS**

At the centre of the even, is networking between companies and operators through the match-making services of the **Cosmoprof My Match** software, a consolidated tool for business relations of **Cosmoprof Worldwide Bologna**. Available to exhibitors and buyers, exclusive **Virtual Rooms** are integrated into the platform, for previewing new products and services, deepening the development opportunities in the relevant markets and negotiating orders and deals.

In addition to the match-making platform for B2B activities, **CosmoTalks Virtual Series** will offer a detailed update calendar of 30 webinars and digital content. **Cosmo Virtual Stage** will host sessions dedicated to new consumer habits and make-up trends, communication strategies to give value to brands, opportunities for the spa and hospitality industries, as well and updates and developments for SPA & Beauty Manager.

[CLICK HERE TO DOWNLOAD THE CALENDAR OF EVENTS](#)

During **WeCosmoprof**, operators will not only be able to find the news from the over **3,000 exhibitors**, but also an exclusive digital catalogue of the **800 Italian companies** at **Cosmoprof Worldwide Bologna**, with particular attention to the products being on the market for the first time. The digital catalogue will be available in **Italian, English, French, Chinese, Arabic and Portuguese**, thanks to the **"Beauty Made In Italy"** project, supported by the Ministry of Foreign Affairs and International Cooperation and ITA - Agency.

[For further information CLICK HERE](#)

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#BlackLivesMatter A Message from John, Angus and Michaeline

25 MAY 2020

In a message of solidarity and love to everyone working in our industry, the co-Directors at John Paul Mitchell Systems have published a message to convey their thoughts on the situation that has unfolded after the death of George Floyd in Minneapolis. We are pleased to be able to support them by publishing that message:



Enchanted Dolls

25 MAY 2020

This collection inspired by the idea of a child's dolls left discarded on the nursery floor uses only natural light and no re-touching. International educator Dove Palmer blends crops, asymmetric cuts and textures together with doll like mono-coloured hair and make-up to create his first independent collection.

