



Industry Buzz

Cosmoprof goes digital with online match making and webinars, on 4-10 June

Eva Lagarde - 2 June 2020

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WeCosmoprof, will be the digital version of Cosmoprof Worldwide Bologna 2020 as the real life show was cancelled due to the pandemic. Thanks to this free platform for networking exhibiting companies and visitors will be able to connect and meet online. 30 webinars focused on the evolution of the cosmetic sector after COVID19 are also scheduled.

Networking and match-making

The core of WeCosmoprof is Cosmoprof match-making software, Cosmoprof My Match. Thanks to an exclusive algorithm, the tool encourages the relationship between supply and demand, selecting the most suitable partners for each business profile in a short time.

A digital directory with more than 3,000 Cosmoprof exhibitors will be available to buyers, operators, and journalists, with presentations of over 8,000 products and reports of brand-new launches. Cosmoprof My Match will select the most relevant content for each user, and it will be possible to contact the most appropriate commercial partners through an interactive communication system.

"During WeCosmoprof, the potential of Cosmoprof My Match will be increased, to offer new networking opportunities, in compliance with the social distancing rules imposed to prevent contagion from COVID19," says Enrico Zannini, General Manager of BolognaFiere Cosmoprof. "Exhibitors and buyers will be able to schedule meetings, thanks to the messaging function of the software, and interact in video calls hosted in our virtual rooms, where they will be able to discuss proposals and future projects."

Online webinars

In addition to the match-making platform for B2B activities, WeCosmoprof will offer an articulated calendar with 30 webinars and digital content.

Premium Beauty News, will host a **live webinar: *Can touchless and safe beauty be green and sustainable?***

Friday June 5th, at 4pm (CET)

You can **register here**.

How the beauty industry is fast adapting to consumers' needs for safety. How to serve a touchless beauty, for safe contact with beauty products while maintaining a sustainable approach. A presentation of beauty innovations.

Today the industry must reset its rules and processes, from new production technologies, to marketing strategies, and messaging with consumers. Cosmotalks Virtual Series will analyze the new scenario, especially highlighting the opportunities created by the pandemic emergency. The webinars will underline the effects of the lockdown on the main international markets, as well as new emerging trends.

The full list of webinars is available online with registration options: www.cosmoprof.com/en/wecosmoprof/knowledge

Portfolio



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