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MAY 26, 2020

Cosmoprof Worldwide Bologna launches virtual event

Cosmoprof Worldwide Bologna has decided to move online with a digital event scheduled from 4-10 June.



The We Cosmoprof event will provide key players with an innovative and free platform, which will include matchmaking software, 'Cosmoprof My Match', which will encourage the relationship between supply and demand using an exclusive algorithm, selecting the most suitable partners for each business profile. WeCosmoprof will also host 30 webinars with experts and trendsetters, to discuss how the post-COVID-19 cosmetics industry will look.

Gianpiero Calzolari, president of BolognaFiere Group, said: "For over 50 years, it has been an honour for us to host the leading companies and the most influential operators in the beauty sector at Cosmoprof Worldwide Bologna. Thanks to their trust, the exhibition is now the reference event for the industry, representing the global market status.

"In this historical moment, we must support our community with new initiatives. With WeCosmoprof, our goal is to fulfil the needs of the segment, using digital tools to facilitate contact among international stakeholders. The support of the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency, and the collaboration with Cosmetica Italia, are fundamental for the promotion and participation of the entire industry."

The Cosmoprof My Match element of the event will enable businesses to connect with relevant buyers, operators and journalists. The digital directory will contain more than 3,000 Cosmoprof exhibitors, 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 allow them to contact the most relevant commercial partners through the 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 COVID-19," said 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."

WeCosmoprof's webinars will focus on the evolution of the cosmetics industry following the coronavirus pandemic, with trend and design agencies, market experts and trade publications contributing. According to the event organisers, the Cosmotalks Virtual Series will analyse the new situation, highlighting opportunities created by the pandemic.

The event will also host the Cosmo Virtual Stage, with sessions dedicated to the beauty salon and spa sector. Key topics will include changes in the purchasing experience of a beauty product, new make-up trends, ethical brand communication, opportunities for spa and hospitality, the secrets behind the correct nutrition of beauticians, and the prospects and developments and spa and wellness.

For more information, visit: www.cosmoprof.com/wecosmoprof

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