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May 18, 2020



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beauty industry advisor

Larissa Jensen



The Cosmoprof Worldwide Bologna event has been postponed to 2021.

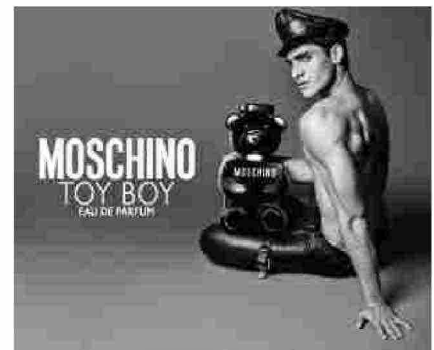
The show, which was originally due to take place from March 12-16 was rescheduled for June 11-15, and then postponed again until September 3-7, due to the COVID-19 pandemic.

The show will now take place in spring 2021.

"The current economic scenario and COVID-19 emergency all over the world require us to postpone Cosmoprof to next year. It has been a tough decision, but our main goal now is safeguarding exhibitors and operators, allowing them to present to the market at their best and obtain the most efficient results. We will soon communicate the new dates," says Gianpiro Calzolari, president of organizers BolognaFiere Group.

The organizers have also announced the launch of digital-format event called WeCosmoprof set to take place from June 4-10. The format is organized with the support of Italian Ministry of Foreign Affairs and International Cooperation and ITA (Italian Trade Agency), and in collaboration with Cosmetica Italia, Italy's personal care association.

The organizers say that the aim of the virtual event is to spur the revival of the beauty sector and facilitate connections between producers and buyers.



"WeCosmoprof is our concrete contribution to the restart of economic activities for exhibitors and operators in our community," says Enrico Zannini, general manager of BolognaFiere Cosmoprof. "In a scenario imposing limits on physical interactions, our role requires us to offer alternative opportunities for business relationships in the sector."

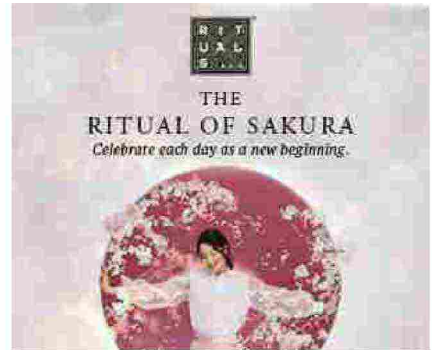
WeCosmoprof will be available to exhibitors, buyers, distributors, and retailers from the Cosmoprof community.

WeCosmoprof will focus on networking between companies and operators, with the match-making services of the Cosmoprof My Match software, a tool for business relations. Virtual rooms will be available to exhibitors and buyers, where they can have a preview of new products and services and negotiate orders and contracts.

In addition to the match-making platform for B2B activities, CosmoTalks Virtual Series will offer 30 webinars. Cosmo Virtual Stage will present training sessions focused on new consumers habits and trends, communication strategies and opportunities for hospitality tourism, spas and wellness.

For the professional channel WeCosmoprof will offer #dontstopbeauty, with posts and live demos for hairstylists, beauticians, and nail artists wishing to reopen their stores with a new approach.

During WeCosmoprof, Cosmoprof website subscribers will be able to access news of more than 3,000 exhibitors, as well a digital catalogue with over 800 Italian exhibiting companies. The digital inventory will be available in Italian, English, French, Chinese, Arabic, and Portuguese.



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