

COVID-19: Cosmoprof Worldwide Bologna reschedules to 2021

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Cosmoprof has co-developed a digital platform for interim networking that will be made available to exhibitors, buyers, distributors and retailers this June (Getty Images)

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The organisers of Cosmoprof Worldwide Bologna have again postponed the cosmetics tradeshow, this time to Spring next year, citing the current economic scenario and ongoing coronavirus emergency.

Cosmoprof Worldwide Bologna – initially set to take place in March 2020 – had already been postponed twice, with the most recent update set to see the show take place in September, this year. However, show organiser BolognaFiere today announced further postponement measures had been taken.

“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,” said Gianpiero Calzolari, president of BolognaFiere Group.

Final Spring 2021 dates would be announced soon.

A digital interim for 2020 networking

In the meantime, BolognaFiere had developed a digital platform in collaboration with the Cosmetica Italia Personal Care Association and with support from the Italian Trade Agency (ITA) and Italian Ministry of Foreign Affairs and International Cooperation.

Between June 4-10, a ‘WeCosmoprof’ platform would be made available to exhibitors, buyers, distributors, and retailers to network ahead of the rescheduled 2021 event. The platform integrated a business match-making service with virtual meeting rooms to facilitate negotiations, orders and contract exchanges.

The Cosmoprof platform would also offer online market trend and training webinars featuring live demos of new products.

Calzolari said: *“Cosmoprof will not stop. Our goal is the revival of the cosmetic sector and, in the coming months, we will maximise our skills to facilitate the natural connection between producers and buyers, and thus give new lifeblood to the sector.”*

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Postponements worldwide

Last month, in-cosmetics Global also announced a postponement of its European cosmetics tradeshow for the second time, initially due to take place in Barcelona in March 2020. The show was now scheduled for later this year on 6-8 October. Show organisers Reed Exhibitions recently ran a series of interim online ‘teaser’ conferences ahead of the upcoming event.

Two other cosmetic tradeshow scheduled to take place in Shanghai – LuxePack and PCHi – had also been postponed due to the coronavirus outbreak.

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