

Home > *FEATURED NEWS* > And Finally... Cosmoprof Goes Digital!



FEATURED NEWS TRADE FAIRS NEWS Cosmoprof Worldwide Bologna MARKET NEWS

And Finally... Cosmoprof Goes Digital!

April 29, 2020

Cosmoprof Worldwide Bologna postpones its 53rd edition until 2021, while presenting an unprecedented Digital Format: a New Way of Doing Business for the Near Future

It is now official: the 53rd edition of Cosmoprof Worldwide Bologna, after rescheduling several times, has been postponed until Spring 2021.

Gianpiero Calzolari, President of BolognaFiere Group, has confirmed that the exact dates will be soon be announced: *"It has been a tough decision, but our main goal now is safeguarding exhibitors and operators, allowing them to present to the*

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market at their best and to obtain the most effective results," he explains. "In the meantime, Cosmoprof will not stop. We will maximize our skills to facilitate the natural connection between producers and buyers, and thus give new lifeblood to the sector."

The new Cosmoprof project, which will be Online from 4 to 10 June 2020, is called **WeCosmoprof**, a digital format aimed at helping the recovery of business relationships.

The digital conversion, at least for the current year of the most important Beauty Fair of the world has been surprised but well-received. It is a first that will teach us a lot and will enlighten us on a question that has been discussed a lot theoretically: Is the future of Exhibitions bound to be DIGITAL?

Nobody has the perfect answer as yet. It is something we will discover on the way. A transformation that has been imposed by an unforeseen health crisis, one which was already in the evolution stage.

We know that human nature draws us towards direct face-to-face contact, especially when doing business, so future trade fairs can't be purely digital; neither can it revert to precisely what it was before. A new format will need to be established – a balance between the two.



How will WeCosmoprof work?

WeCosmoprof, will be organised with the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency, and in collaboration with Cosmetics Italia – Personal Care Association.

"WeCosmoprof is our concrete contribution to the restarting of economic activities for exhibitors and operators in our community," says Enrico Zannini, General Manager of BolognaFiere Cosmoprof. "Cosmoprof has been a connection provider for over 50 years, a business facilitator all over the world. WeCosmoprof was born in the hope of meeting again in 2021 at the 53rd edition of Cosmoprof Worldwide Bologna, to face together the new opportunities and future scenarios".

WeCosmoprof will be available to exhibitors, buyers, distributors, and retailers from across the Cosmoprof community. It will offer a three-dimensional experience that is currently unprecedented in the exhibition sector. The core will be networking between companies and operators, with the match-making services of the Cosmoprof My Match software, a consolidated tool for the business relations of Cosmoprof Worldwide Bologna. Exclusive virtual rooms will be available to exhibitors and buyers, where they can have a preview of new products and services, deepen opportunities for further developments in the relevant markets, and negotiate orders and contracts.

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In addition, CosmoTalks Virtual Series will offer a detailed update of the market evolution with 30 webinars. Cosmo Virtual Stage will present training sessions, focused on new consumers habits and trends, on efficient communication strategies, and the best opportunities for hospitality tourism, SPA, and wellness.

During WeCosmoprof, subscribers of the Cosmoprof website will be able to access all the latest news of more than 3,000 exhibitors, as well as to an exclusive digital catalogue with over 800 Italian exhibiting companies, with particular attention to the products presented for the first time on the market. The digital inventory will be available in Italian, English, French, Chinese, Arabic, and Portuguese

"Helping our country in its recovery means interpreting the evolution of post-COVID consumption trends. We will probably face a "new normal" phase, with a growing digital transformation," **says Carlo Ferro, President of ITA – Italian Trade Agency.** *"As ITA, we are committed to strengthening our activities and support to the national trade shows focusing on key international markets."*

"The evolution of COVID19 not only in Italy, but throughout the world, will be decisive for assessing the economic repercussions of this emergency, and it will surely have an impact on all industrial sectors, including cosmetics. What we are facing," **adds Renato Ancorotti, President of Cosmetica Italia.** *"It is a challenge, but it is also an opportunity to show how strong and brave we can be. WeCosmoprof is our answer to these circumstances."*

WeCosmoprof will be promoted in key markets in Europe, Asia, and The Americas, with specific campaigns on Cosmoprof communication channels, as well as with exclusive content created by media partners and trend agencies. Furthermore, webinars will be scheduled in Angola, Brazil, Chile, France, India, Great Britain, Korea, Morocco, Russia, Turkey, and the United States, with the support of the Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency, as a reaction to the COVID19 emergency.

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