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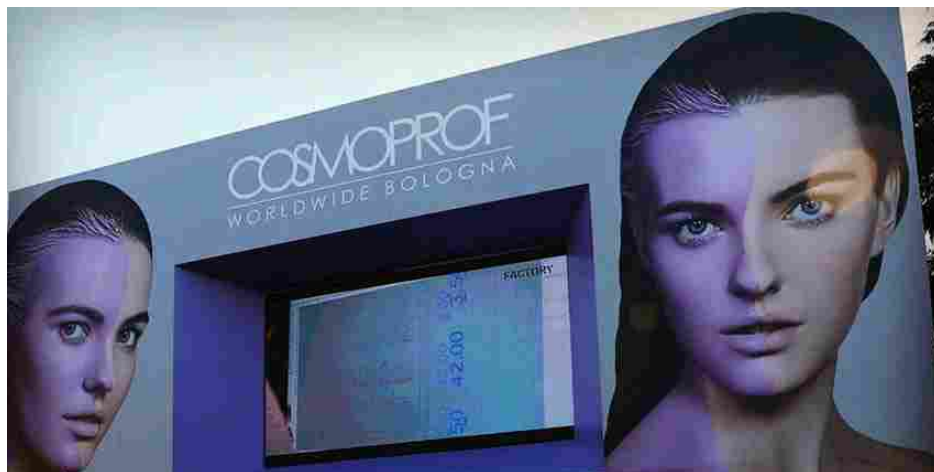
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Cosmoprof Bologna Postpones to 2021, Presents Digital Format

April 28, 2020 | [Contact Author](#)

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Cosmoprof Worldwide Bologna has been rescheduled for Spring 2021.

The organizers of the event announced that on June 4–6, 2020, it will present WeCosmoprof, a digital format “aimed at helping the recovery of business relationships.”

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

Details include:

- A three-dimensional experience;
- The match-making services of the Cosmoprof My Match software; and
- Virtual rooms available to exhibitors and buyers to preview new products and services and negotiate orders and contracts.

In addition, Cosmo Talks Virtual Series will offer “detailed updates 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, organizers added.

Gianpiero Calzolari, President of BolognaFiere Group, said, “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. In the meanwhile, Cosmoprof will not stop. Our goal is the revival of the cosmetic sector and, in the coming months, we will maximize our skills to facilitate the natural connection between producers and buyers, and thus give new lifeblood to the sector.”

Enrico Zannini, General Manager of BolognaFiere Cosmoprof, added, “WeCosmoprof is our concrete contribution to the restart of economic activities for exhibitors and operators in our community. Cosmoprof has been a connection provider for over 50 years, a business facilitator all over the world, and it has based its uniqueness on the importance of physical networking between supply and demand. In a scenario imposing limits on displacements and physical interactions, our role requires us to offer alternative opportunities for business relationships in the sector. 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

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future scenarios.”

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