

Cosmoprof Beauty Bologna Postpones To 2021 And Goes Digital

Natalia Kulak · April 29, 2020



The 53rd edition of Cosmoprof Worldwide Bologna will take place in Spring 2021.

"The current economic scenario and COVID19 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 Gianpiero Calzolari, President of BolognaFiere Group. "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."

As one of the new projects aimed at helping the recovery of business relationships, from 4 to 10 June Cosmoprof Worldwide Bologna will present WeCosmoprof, a digital format, organized with the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency, and in collaboration with Cosmetica Italia – Personal Care Association.

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

community. Thanks to the digital technologies and services that Cosmoprof has been making available to companies and operators attending the fair for years to encourage networking and the development of new projects, WeCosmoprof will offer a three-dimensional experience that is currently unprecedented for the exhibition sector. The core will be the networking between companies and operators, with the match-making services of the Cosmoprof My Match software, a consolidated tool for 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.

For further information visit www.cosmoprof.com.

Proud Partners of

COSMOPROF
ASIA HONG KONG
亞 太 區 美 容 展