



We Cosmoprof International: The Global Online Event for Beauty

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With over 20,000 expected attendees, here is the latest news for buyers, sellers and anyone interested in the beauty business.

The **Cosmoprof** platform extends throughout the world with events in Bologna, Las Vegas, Mumbai, Hong Kong and Bangkok — it reaches more than 500,000 professionals, 70,000 buyers and 10,000 exhibitors, but each fair has a different specialty, from cosmetics, applications, artistry and instructions. Due to Covid-19, this year the fair is available online with various programs, virtual meetings and demonstrations.



“As a government and as a foreign ministry, we are alongside all the companies in the cosmetics sector in this complex phase, but we are also interested in highlighting new opportunities. The idea of moving towards digital and hybrid fairs and events, in a period when physical ones are not allowed, is perfectly in line with our business and our vision and demonstrates a lively dialogue between institutions and the trade fair system. We

strongly believe that what we have learned in this historical period will be useful for the future”, said **Manlio Di Stefano**, Undersecretary of State at the Italian Ministry of Foreign Affairs and International Cooperation.





The digital event expects to draw a global beauty audience across key industries and businesses to provide a powerful opportunity for beauty companies and help position themselves in the world's largest and most innovative marketplace.

Aside from business as usual, you can learn about the latest products, trends, styles and have some fun.

Register here: [WeCOSMOPROF](#)
Beauty News Staff May 25, 2021

