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**WeCosmoprof International virtual event scheduled for June**

Cosmoprof has launched a new digital event, scheduled to take place in June this year.

WeCosmoprof International will take place from 7-18 June, bringing together the entire Cosmoprof network including Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and Cosmoprof CBE Asean.



Stakeholders from all continents will be involved, starting from Asia, the market which first returned to growth values after the 'blockade' of activities due to the COVID-19 pandemic, up to Europe, Africa, Oceania, and the Americas.

WeCosmoprof International will provide global networking opportunities, thanks to the implementation of Cosmoprof My Match. This software allows attendees and exhibitors to contact potential customers directly and plan virtual meetings through chat and other interactive systems. The availability of a Chinese version of the platform will facilitate relationships with stakeholders in Asian markets.

New functions will allow visitors to check the progress of their profile with analysis of visitor data and chat results. It will also be possible to download the list of potential business contacts to further business relations and offer new networking opportunities.

"Internationality and presence in all major world markets are some of the characteristics that make the Cosmoprof network a unique business partner for stakeholders of the cosmetics industry," said the president of BolognaFiere, Gianpiero Calzolari.

"With the launch of the first edition of WeCosmoprof International, these elements became the peculiarity of a digital event that, for the first time, is aimed at a pool of intercontinental operators. This is the result of the increasingly close cooperation with Informa Markets, our international partners and institutions – the Italian Trade Agency, the Ministry of Foreign Affairs and International Cooperation, and Cosmetics Italy, the national association of cosmetic companies.

"While waiting to be able to return to the events in attendance, only by continuing to work together can we best support the sector, in an international situation as uncertain as the current one."

The event will host insights from Cosmotalks – the Virtual Series on new trends and the evolution of key markets for the industry and the Cosmo Virtual Stage, with contributions dedicated to the professional channel.

David Bondi, senior vice president at Asia Informa Markets and director of Cosmoprof Asia, commented: "In these times of social distancing, we continue to focus on collaboration within the cosmetics industry business community.

"To make the most of the global reach and synergy of WeCosmoprof International's network, we have optimised services for the Chinese market, with innovative virtual support, cutting-edge digital tools and better international networking opportunities.

"We are already working on a second edition, in the meantime, we look forward to welcoming you."

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