



Check Out
the Latest Issue

american spa

HOME NEWS WELLNESS SPAS SKINCARE BUSINESS CBD VIDEOS



✕ Sign Up For Our Exclusively
Estheticians Newsletter
Get the latest news from the spa industry!

SIGN UP

I acknowledge that I may receive emails from us and on behalf of their trusted partners.

News

Cosmoprof Worldwide Bologna Goes Digital For 2020

BY RYLEE JOHNSTON

APR 28, 2020 5:18PM



Cosmoprof Worldwide Bologna is postponed until 2021 // Graphic via www.cosmoprof.com

What would have been the 53rd edition of the popular cosmetic industry event, [Cosmoprof Worldwide Bologna](#) has been pushed to the spring of 2021 over concerns from COVID-19. In its place, the organizers of the event are designing a virtual platform called [WeCosmoprof](#). The goal of the online platform will be to support cosmetic business through virtual networking and support. It will also act as a place for producers and buyers to connect with one another.

President of the [BolognaFiere Group](#), Gianpiero Calzolari, is motivated to continue offering a space for industry professionals to connect. "The current economic scenario and COVID19 emergency all over the world require us to postpone Cosmoprof to next year," said Calzolari. "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. In the meanwhile, Cosmoprof will not

Exclusively Estheticians

Sign up to receive the latest news in the Spa & wellness industry!

SIGN UP

I acknowledge that I may receive emails from American Spa and on behalf of their trusted partners.

About the Author

Rylee Johnston
Editorial Intern



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."

The digital even will run from June 4-10, and aims to offer a three-dimensional experience. Attendees and exhibitors will be matched based off of "Cosmoprof My Match" software. From there, users will be placed in virtual rooms where brands can show previews of new products, services and more. In addition, 30 webinars will be available to offer training sessions, and strategies and tips for the spa and wellness industry.

Though the traditional in-person exhibition has been postponed until the spring of next year, WeCosmoprof along with the support and help from the Italian Ministry of Foreign Affairs and International Cooperation, Italian Trade Agency (ITA) and in collaboration with Cosmetica Italia, hopes to continue providing support for business and industry professionals globally.

CORONAVIRUS SPECIAL COVERAGE NEWSLETTER

The most comprehensive and up-to-date information relating to the pandemic.

All the day's coronavirus-related news and additional stories for small businesses.

SUBSCRIBE NOW

American Spa will continue to provide top of the line Coronavirus coverage as news surrounding the pandemic emerges. Click [here](#) for our full list of COVID-19 coverage and check back daily for updates. Want to share your Coronavirus updates with us? Email [\[email protected\]](#), or connect with us on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

RELATED STORIES

[Cosmoprof North America Postpones June 2020 Show](#)

[MyFaceMyBody Announces 2020 Virtual Awards Show and Summit](#)

[Italian Beauty is Making Its Way into the U.S. with this New Program](#)