



BREAKING NEWS

First Edition of WeCosmoprof Wraps Up

The online event was open to 3,000 exhibitors who registered.



On social medial, CosmoTalks reached over 170,000 unique users, with more than 970,000 views. Image courtesy of Cosmoprof.

Beauty Packaging Staff • 06.12.20

The first edition of **WeCosmoprof**, the digital event for the beauty industry organized by Cosmoprof Worldwide Bologna, which took place from June 4-10 has ended. The new format was made available to the 3,000 exhibitors registered for the 53rd edition of the event. More than 40,000 operators from over 100 countries also joined the initiative.

The core of the event was the networking platform, Cosmoprof My Match, which allowed companies, buyers, retailers and distributors to re-establish relationships with players in the industry, thanks to the implementation of messaging services and virtual rooms for exclusive video calls.

Webinars

CosmoTalks - The Virtual Series involved over 50 speakers, including representatives of trend and design agencies, market research experts, managers of leading international companies, and media partners of the Cosmoprof network. The ten Cosmo Virtual Stage meetings offered an overview of the professional channel in Italy, with 15 experts who shared suggestions and indications for operators, struggling with the reopening of the activities. Furthermore, 15 selected exhibitors presented their novelties to the WeCosmoprof virtual audience. Over 6,000 operators attended the live sessions as a total. On social medial, the event reached over 170,000 unique users, with more than 970,000 views.

Trends Report

WeCosmoprof also hosted the official presentation of CosmoTrends, the trends report based on the products proposed by exhibitors. During the last editions of Cosmoprof, the initiative created in collaboration with Beautystreams, has become a tool for visitors and companies to showcase the latest launches.

"WeCosmoprof is the result of the research and innovation of the latest editions of Cosmoprof," said Enrico Zannini, general manager of BolognaFiere Cosmoprof. "This project will match with the physical trade show. In this way, Cosmoprof enters a new decade as a protagonist: by 2030, we want to offer cutting-edge business platforms integrated with our annual event. The fair is a key meeting point for the industry, and it will always play this role: face-to-face meetings facilitate networking and increase the possibilities for new collaborations. With WeCosmoprof, we offer our exhibitors digital technologies to optimize further the time they spend on the show floor. The digital evolution of Cosmoprof does not stop here: we are evaluating new initiatives for the coming months, with the support of international players."

Digital Catalog

On the occasion of WeCosmoprof, Cosmoprof Worldwide Bologna presented a digital catalog with over 800 Italian exhibiting companies, named "**Beauty Made in Italy**." The record is available in 6 languages and was created thanks to the support of the Italian Ministry of Foreign Affairs and International Cooperation and ITA - Italian Trade Agency.

"Many companies in our country are experiencing serious economic difficulties, due to the spread all over the world of COVID19," said Gianpiero Calzolari, president of BolognaFiere. "With the Italian Ministry of Foreign Affairs and International Cooperation, with ITA and with Cosmetica Italia - the personal care association, we are at the forefront of the restart for Made in Italy."

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