

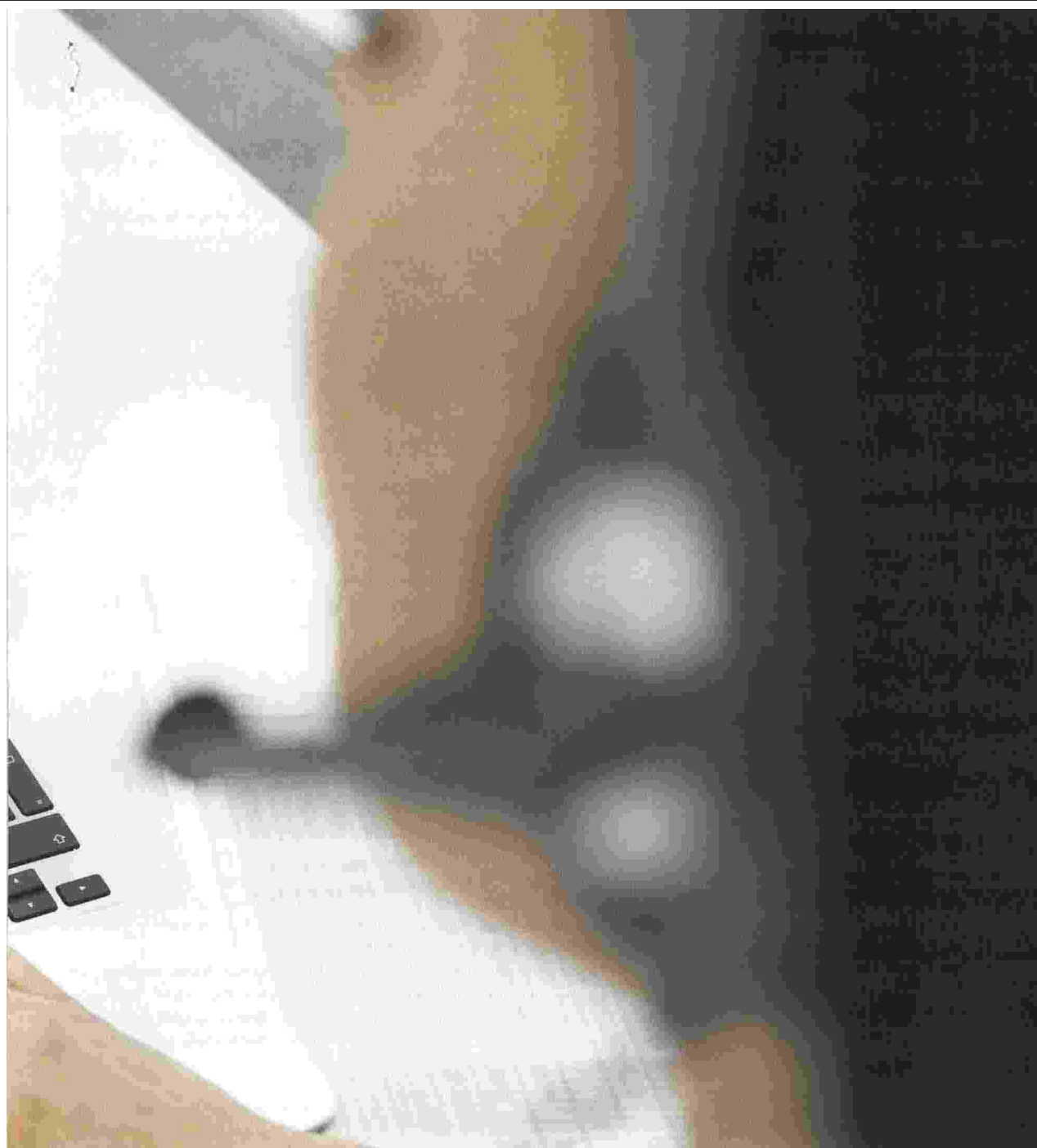
PERSONALITIES & PROFILES



“FOR OUR WHOLE COMMUNITY”

Events | Like many other fairs and big events Cosmoprof Worldwide Bologna has been postponed to 2021 because of the corona pandemic. But Enrico Zannini and his team are hard at work on a digital solution to facilitate business and networking in this tough time.





► **Enrico Zannini**,
 managing director,
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 Milan, Italy,
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COSSMA: Due to the corona crisis and the necessary restrictions, Cosmoprof Worldwide Bologna has been postponed to spring 2021. How difficult was this decision and what did it entail?

Enrico Zannini: It was a very difficult decision. Cosmoprof Worldwide Bologna is a reference event for the beauty industry worldwide, where

new launches can be seen for the very first time, and where professionals can meet and share their vision of the market. Anyway, our main goal today is to safeguard our exhibitors and attendees in such a complicated scenario, due to the prevalence of Covid19.

We really want to help companies and buyers be able to work in the best conditions, and we knew it ►

PERSONALITIES & PROFILES

would have not been possible to have an exhibition that met their needs. From now on, we will work hard to propose alternative solutions to facilitate business and networking, while waiting for the 53rd edition of Cosmoprof Worldwide Bologna, in 2021, where professionals will be able to discuss about the evolution of the sector and the important changes occurring in the industry.

One of those alternative solutions is WeCosmoprof. Who can participate and what can visitors expect?

WeCosmoprof can be attended by exhibitors of Cosmoprof Worldwide Bologna, by buyers, retailers, distributors and professionals registering to our website. The event will offer the exclusive opportunity to network and share the latest news. We are updating our match-making software, Cosmoprof My Match, so that both suppliers and operators can update their data, and then they can match their mutual needs. With that update they can contact the most interesting profiles. They will have the chance to exchange messages, as well as virtual rooms where they will be able to schedule video calls, share the details of new products and services, and discuss new orders and contracts. In addition to this the business tool, we will provide a calendar of webinars dedicated to how will the beauty market transform after Covid19. Cos-

WECOSMOPROF
The Digital Event for Beauty



When: 4 - 10 June 2020
Who: Exhibitors, buyers and beauty professionals
What: Networking with Cosmoprof My Match
 Knowledge with CosmoTalks go digital
 Training with Cosmo Virtual Stage

moTalks Virtual Series will offer a detailed update of the market evolution, with 30 webinars held by the most prestigious trend agencies and associations. Cosmo Virtual Stage will present training sessions, focused on new consumer habits and trends and on efficient communication strategies.

How has the response been so far?

We are very excited from the positive response from both our exhibitors and operators. Today, the sector needs today a valuable opportunity to restart B2B activities. Companies need to present their latest projects, as well as sell their inventory. On the other hand, buyers, retailers and distributors need to rethink the best way to restart their commercial activities and differentiating their offer. WeCosmoprof offers a virtual

stage where to balance all these needs, thus facilitating a new start for the cosmetics industry.

A digital event of this size is new territory for many. What hurdles have you had to overcome so far?

It is a first time ever for us, too! We are building on the know-how we acquired in the latest years. For Cosmoprof Worldwide Bologna, we have been adding more digital initiatives and tools, edition after edition, to facilitate and fasten the experience on the show floor. For WeCosmoprof, we are increasing these tools, in order to offer a performing platform for our entire community, representing 150 countries in the world.

How will the digital concept continue after the crisis? Will more major digital events accompany conventional trade fairs in the future?

I hope so. The need for personal safety against the widespread of pandemic viruses will affect business travel and meetings. I really think that trade shows will remain a reference appointment for networking and unveiling new projects and products. Nothing will replace face to face meetings. However, it is important to create services supporting companies and operators twelve months a year, and helping them to prepare at their best to maximize their presence on the show floor even better. We are scheduling our future activities following this scenario. □



In times of Corona new ways of networking and making business are necessary.

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