

THE WORLD'S LEADING BEAUTY PLATFORM FOR SOURCING, NETWORKING AND EDUCATION REINVENTED AT WECOSMOPROF INTERNATIONAL

[21 May 2021] - As of today, **more than 500 companies** have already signed up for **WeCOSMOPROF International**. The new, fully digital event under the globally renowned Cosmoprof brand is set to bring industry sectors and top buyers together with fresh, exciting energy during these uncertain times. Taking place **from 7 to 18 June**, the flagship online event features digital and match-making services designed to strengthen business relationships and establish new international collaborations with **over 20,000 expected top buyers**. The whole industry is invited: Beauty and Spa, Beauty Tech, Cosmetics and Toiletries, Furnishing and Equipment for professionals, Green and Organic, Nails, Professional Hair and Supply Chain (ingredients to packaging).

The synergy of **WeCOSMOPROF International's** Cosmoprof networks – Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and Cosmoprof CBE ASEAN – brings a 360° global visibility ideal for fuelling business. As of today, the event has gained support from **13 national groups**: Brazil, China, Korea, France, Greece, Hungary, Ireland, Italy, Lithuania, Poland, Spain, Switzerland, and UK. WeCOSMOPROF International's three largest pavilions include Italy, Korea, and Spain. Italy brings together 230 companies under the banner "Made in Italy" with the support of the **Italian Ministry of Foreign Affairs and International Cooperation** and **ITA - Italian Trade Agency**, in collaboration with **Cosmetica Italia**, the national association of cosmetic companies. Korea will feature 100 companies with the support of KOTRA (Korea Trade-Investment Promotion Agency). Spain has curated 45 companies to take part, as organised by ICEX (Invest in Spain).

"WeCOSMOPROF International benefits from the global strength and prestige that the Cosmoprof brand has been able to build in over 50 years of history. The event overcomes the restrictions and difficulties in moving around in recent months, re-establishing the necessary interaction between supply and demand with innovative methods and total safety, waiting to return to physical fairs in the second half of the year. Thanks to our co-organisers Informa Markets and all our international partners, the event will enjoy unprecedented promotion among the leading players in the global cosmetic industry", declares **Gianpiero Calzolari, President of BolognaFiere**.

"WeCOSMOPROF International is the exciting new platform tailor-made for companies and operators interested in developing opportunities across borders, while keeping up with international trends and the sector's latest news," said **David Bondi, Senior Vice President – Asia of Informa Markets and Director of Cosmoprof Asia Ltd**. "With the best data from our

international events and a collection of industry leaders from America, EMEA and Asia-Pacific regions, we are confident that WeCOSMOPROF International will offer a truly global experience to all participants involved.”

NEW BUSINESS OPPORTUNITIES THANKS TO COSMOPROF MY MATCH

Crossing borders, time zones and languages, WeCOSMOPROF International's innovative and upgraded match-making software **Cosmoprof My Match** will allow industry professionals to contact potential partners 24/7 during the event. Significantly, the platform will be available in English and Chinese to maximise stakeholder relationships between east and west. Companies will be invited to customize their profiles, noting detailed sourcing preferences like target markets, product interests and distribution channels, which along with the well-defined AI-driven registration system will ensure buyers and sellers find extremely accurate matching results based on mutual interests showing match percentage.

During the event, the combination of virtual and video meetings, chats and social channels will help build new business relationship networks and relaunch multinational trade activities with companies checking their performance through the visitor data analysis dashboard as leads are recorded. In addition, the ability to download the list of potential contacts will facilitate business follow-up long past the end of the 12-day event.

For information browse: <https://www.wecosmoprof.com/en/business/cosmoprof-my-match/>

WEBINAR CALENDAR

WeCOSMOPROF International will present an articulated programme of more than 20 webinars. Over 50 key players of the beauty industry in the world will take part in the 15 sessions of **Cosmotalks - The Virtual Series**: international experts, trend agencies, market analysts, and enlightened entrepreneurs will share their visions and expertise. Major themes include the unforeseen transformation of distribution channels and the on- and off-line interconnection, the most innovative beauty products, the evolution of data intelligence technologies, new beauty rebound, sustainability as state of the art, new 5.0 consumers, and their attention to wellness. For the updated Cosmotalks Agenda visit:

<https://www.wecosmoprof.com/en/education/educational/cosmotalks-the-virtual-series/>

Live demonstrations with hands-on beauty treatments, make-up sessions, nail art, and hair shows will feature the most exciting new trends for hair and beauty salons on the **Cosmo Virtual Stage**. AAMA+Barber Academy will present a session dedicated to men's hairdressing and grooming, GOLDWELL and DAVINES will focus on hair color trends and DR PLATON will run a demonstration of its latest skincare technologies. Not-to-be-missed the Nail Art demo presented by NAILHOLIC, Korea.

Video Pitch Gallery will be the hub playing exhibitors' videos, introducing their new product launches, services or technologies. Insightful glimpses of the industry's most cutting-edge

opportunities, video footage will be restricted to registered attendees of WeCOSMOPROF International only.

WECOSMOPROF INTERNATIONAL SPECIAL EVENTS

WeCOSMOPROF International will present new, innovative channels of visibility and interaction between brand and consumer, ensuring consumer engagement and insightful views of the industry's future through fresh, new eyes.

#BeautyHunt will present the most innovative and on-trend products of WeCOSMOPROF International's exhibitors through social networks' most beloved communication strategies. Six beauty world international influencers will highlight the most exciting products and trends encompassing skincare (Renée Chow from the USA), green & natural beauty (Neha Ranjan from India), beauty gadgets (Alicia Tan from Malaysia), accessories (Kim Dao from Australia), make-up (Jeniffer Harn from Korea), and hair (Marco Chan from Hong Kong), showcasing live testing while sharing comments and first impressions with their followers.

The CosmoTrends report presented by international trend agency BEAUTYSTREAMS will reveal the emerging and exciting trends among the exhibitors of WeCOSMOPROF International. During the last editions of Cosmoprof, the report has been the must-have bible for trend followers and beauty insiders. In light of the current crisis it is even more essential for stakeholders to have a vision of how the industry responds to the present scenario and which issues will be most relevant to remain competitive.

During busy virtual networking days, the **WeRelax** yoga sessions will give participants a moment of pause to recover their strength and optimise their activities during WeCOSMOPROF International on demand.

WeCOSMOPROF International is organised by Cosmoprof Asia Ltd, a joint venture between BolognaFiere and Informa Markets.

Register now to attend: <https://www.wecosmoprof.com/en/business/attend-as-a-buyer/>

For further information, www.wecosmoprof.com

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