

WECOSMOPROF INTERNATIONAL DRIVES THE REBIRTH OF THE COSMETIC INDUSTRY WITH 10 DYNAMIC DAYS OF BUSINESS, INSIGHTS AND NETWORKING

4 June 2021 - **WeCOSMOPROF International**, the exciting new digital event under the globally renowned Cosmoprof brand, is ready to kick-off on 7 June. **Over 650 exhibiting companies from 40 countries and regions** will be able to interact with an unprecedented **20,000 international operators and buyers** from across Asia, Europe, Americas, Australasia, Middle East, Africa and Oceania. Thanks to our innovative new match-making technologies, for ten packed days companies, operators, distributors, retailers and international buyers will be fully engaged exploring contacts, business leads and trends across all sectors of the industry including: Perfumery and Cosmetics, Beauty Salon and Spa, Hair, Nail, Green and Natural, producers and service providers of the Supply Chain.

Thanks to the synergy of the Cosmoprof platform incorporating Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America, Cosmoprof India, and Cosmoprof CBE Asean, WeCOSMOPROF International brings together a truly international community, underlined by the collaboration of **13 country pavilions**: Brazil, China, France, Greece, Hungary, Ireland, Italy, Korea, Lithuania, Poland, Spain, Switzerland and the UK. Italy, the largest participating group, showcases the excellence of Made in Italy with 230 Italian companies taking part supported by the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency (ITA)**, in collaboration with national association **Cosmetica Italia**. Korea, the largest participating group from Asia and one of the world's most exciting industry trend-setters, will feature 102 companies with the support of KOTRA (Korea Trade-Investment Promotion Agency).

WeCOSMOPROF International has been designed to answer the needs of all industry players, whether operators are looking for new business partners, new trends or new inspiration. The upgraded, AI-powered match-making platform **Cosmoprof My Match** takes precise matching to another level, 24/7. In fact, as of 2 June, more than 10,000 online meetings have been raised at the platform, showing the momentum leading up to the event. Apart from cutting-edge B2B business matching, the event offers industry-focused, high-calibre learning opportunities with **over 20 webinars** featuring **some 80 international experts** sharing their vision of the evolution of the industry, experience and creative ideas. The updated agenda is now up on: <https://www.wecosmoprof.com/en/education/educational/cosmotalks-the-virtual-series/>

"While we are actively working to return to face-to-face fairs soon, in the meantime we continue to support companies and operators with increasingly innovative, world class digital services," says **Antonio Bruzzone, General Manager of BolognaFiere, Board Member of BolognaFiere Cosmoprof**. "WeCOSMOPROF International is simply the best performing business tool to re-establish the necessary interaction between supply and demand available today."

"Thanks to the experience gained during our international events, and the close relationship with the most important players in the sector in America, EMEA and Asia-Pacific, we are confident that with WeCOSMOPROF International we will give invaluable support to our beauty community around the world", adds **David Bondi, Senior Vice President – Asia of Informa Markets and Director of Cosmoprof Asia Ltd.**

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

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

For information: www.wecosmoprof.com/

WORLDWIDE:
BOLOGNAFIERE COSMOPROF SPA
Paolo Landi
paolo.landi@cosmoprof.it
Arianna Rizzi
arianna.rizzi@cosmoprof.it
P +39 02 45 47 08 253

ASIA:
INFORMA MARKETS, HONG KONG
Amy Ng
amy.ng@informa.com
P +852 2516 1659
Janice Poon
janice.poon@informa.com
P +852 2516 2117

ORGANISER – COSMOPROF ASIA LTD



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