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ALIBABA.COM named as new partner of WeCosmoprof

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The virtual pavilion WeCosmoprof x Alibaba.com will offer companies in the cosmetics industry an international showcase for the launch of their products

We COSMOPROF
The Digital Event for Beauty

WeCosmoprof, Cosmoprof's digital event scheduled from 5-18 October, enriches its range of business services thanks to the collaboration with Alibaba.com, the leading B2B marketplace part of the Alibaba Group. For the duration of the initiative, the virtual pavilion WeCosmoprof x Alibaba.com will offer companies in the cosmetics industry an international showcase for the launch of their products, giving them the opportunity to connect with the over 20 million active buyers from 190 countries around the world currently on the platform.

The beauty sector is a key industry in terms of users and companies represented within Alibaba.com. Thanks to its unique data analytics technology, the platform enables suppliers, brands, buyers, and distributors to connect with the most suitable operators for their business activities. During WeCosmoprof, the digital pavilion of Alibaba.com will welcome both the Cosmoprof exhibitors and the brands registered on the online platform, offering the opportunity to forge relationships with stakeholders in new markets, thus increase their commercial potential and boost conversions.

Alibaba.com joins BORN and Needl, WeCosmoprof marketplace partners, creating a unique ecosystem matching supply and demand globally.

"The participation of Alibaba.com is an essential part of WeCosmoprof, the initiative that offers highly technological business tools for the development of the cosmetic industry, - says Gianpiero Calzolari, President of BolognaFiere. - Thanks to the leadership obtained in over 50 years of history, Cosmoprof has brought together the key players in the sector, BORN, Needl, and Alibaba.com, to create a high performing system. Teamwork is our response to the next challenges for the sector: only by combining our skills, innovations, and experiences is it possible to respond to the new needs of the market adequately."

"WeCosmoprof is a business accelerator, allowing companies and operators to exploit all the beauty system's potential on a global level, - underlines Enrico Zannini, General Manager of BolognaFiere Cosmoprof. - With the participation of Alibaba.com, we will guarantee wide-ranging international visibility to our exhibitors, increasing the number of new potential business partners and expanding their influence on new countries."

Luca Curtarelli, Head of Business Development with Alibaba.com Italy, adds: "We are

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