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WeCosmoprof: The digital event for beauty is ready for take-off

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MARKETING



Networking, innovation, and updating are the key elements of WeCosmoprof, the Cosmoprof digital event scheduled from 5 to 18 October. Thanks to the use of the most modern digital technologies and to the collaboration with international players and experts, WeCosmoprof offers the beauty community an online matching ecosystem to exploit the industry's full potential.

For the first time in the trade fair world, the Cosmoprof platform joins international marketplaces, combining its know-how with the ALIBABA.COM, BORN, and NeedI platforms' experience and knowledge.

To enrich the program, a calendar of in-depth sessions with the beauty sector's protagonists. Over 100 speakers and companies will participate in the discussions dedicated to industry trends and market evolution of Cosmotalks - The Virtual Series,

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and in the appointments for the professional channel of Cosmo Virtual Stage.

WeCosmoprof is a business accelerator, with ad hoc digital spaces to discuss new projects, meet the individual needs of the distribution channels and sectors of the cosmetic industry, and work on developing strategies for the future. Depending on the reference sector and the product categories, during WeCosmoprof, companies and buyers can enhance four virtual pavilions, choosing the most suitable one to reach highly specialised international buyers and distributors.

To welcome the entire production chain, the Cosmoprof My Match virtual pavilion, which from 5-9 October will host all operators interested in digital marketplaces and new business opportunities, made possible by the features of the match-making software made by Cosmoprof.



From 5-18 October, the virtual pavilion WeCosmoprof x Alibaba.com will offer companies in the cosmetics industry an international showcase of over 20 million buyers, active in 190 countries worldwide, for the launch of their products. Exhibitors will take advantage of relations with stakeholders in new markets.

From 5-9 October, WeCosmoprof X NeedI will host exhibitors, buyers and distributors specialised in mass market and large-scale distribution, white and private labels.

Exhibitors will be able to indicate their export objectives and connect with international retailers, specialist shops, and strategic import managers for their target.

From 12-16 October, BORN - www.born.com, with a portfolio of 2,800 buyers specialised in design and lifestyle, will allow prestige and masstige brands to present their proposals, create new connections and develop new businesses with WeCosmoprof X BORN.

Discover more [here](#).



Companies

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