



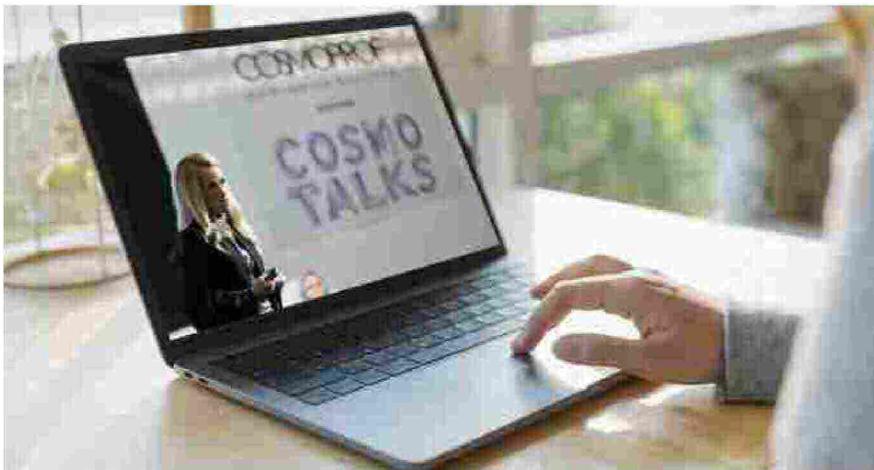
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Cosmoprof launches second edition of WeCosmoprof digital event

By Elena Dimama in Cosmetics, Latest News September 15, 2020

The event has partnered with Alibaba to offer cosmetic companies an international showcase for the launch of their products



Cosmoprof is introducing the second edition of **WeCosmoprof** from 5 to 18 October, teaming up with international players **Born** and **Needl**.

WeCosmoprof will offer cosmetics companies a digital tool allowing what the company describes as an "unprecedented" matching between supply and demand.

As part of the programme, **Cosmotalks – The Virtual Series** will present updates on industry trends, along with training sessions dedicated to the professional channel with Cosmo Virtual Stage.

Depending on the sector of reference and product categories, companies and buyers will be able to join three virtual pavilions during the event.

Cosmoprof My Match, from 5 to 9 October, will host all operators interested in digital marketplaces with the help of innovative features provided by the match-making software made by Cosmoprof.



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What's more, **WeCosmoprof X Needl**, taking place from 5 to 9 October, will host suppliers, retailers and distributors specialized in mass market and large-scale distribution, white and private labels, **BolognaFiere Cosmoprof General Manager Enrico Zannini** tells *DFNI*. Exhibitors will be able to indicate their export targets, discover and connect with global retailers, specialised stores and importers that match their expertise.

Finally, from 12 to 16 October, prestige brands will be able to showcase, connect and grow their business on **WeCosmoprof X Born**, with the help of Born, which boasts a portfolio of 2,800 design and lifestyle buyers.



"Cosmoprof is the stage where the international cosmetic leaders meet to develop new market strategies, and it will keep this role in the future. With WeCosmoprof we want to provide our community with new opportunities," Zannini said.

"Exhibiting companies are showing considerable interest in our digital event. The possibility of managing relations and commercial exchanges with buyers, distributors and retailers from all over the world and specifically selected for their business from their own offices, is an opportunity that companies are enthusiastically appreciating."

He added: "During WeCosmoprof, the exchange between suppliers and brands on the one hand and buyers and distributors on the other will make it possible to discover which are the most appropriate solutions to adapt to the changing needs of the market."

"Companies will be able to present their collections and their top products, in order to cover the needs of retail chains, distributors, multi-brands, which have to answer to a consumer radically transformed by the experience of the pandemic."

Facilitating international contacts

WeCosmoprof has also teamed up with **Alibaba.com**, to create the virtual pavilion **WeCosmoprof x Alibaba.com**.

The new initiative will give companies the opportunity to connect with over 20 million active buyers from 190 countries around the world currently on the platform.

During the virtual event, the digital pavilion will welcome both the Cosmoprof exhibitors and the brands registered on the online platform, allowing them to forge relationships with stakeholders in new markets.