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## Cosmoprof partners with Alibaba, BORN and Needl for second digital WeCosmoprof

*September 29, 2020*



Cosmoprof is gearing up to launch the second edition of its digital event WeCosmoprof, which will take place from October 5 to 18.

The show has partnered with Alibaba.com, product design agency BORN and Needl to develop a match-

software for companies and buyers.

The event will also hold discussions with over 100 participating speakers and companies on topics around industry trends and the market's development as part of its Cosmotalks – The Virtual Series. In addition there will be appointments available via the professional channel Cosmo Virtual Stage.

ITA – Italian Trade Agency will promote the digital show with an investment campaign, thanks to support from the Italian Ministry of Foreign Affairs and International Cooperation and the Emilia Romagna Region, and the collaboration of Cosmetica Italia, the Italian personal care association. ITA will cover all the costs for participating Italian companies.

Companies and buyers can choose from four virtual pavilions according to sector and product categories to connect with international buyers and distributors.

The Cosmoprof My Match virtual pavilion, which will be held from October 5 to 9, will host operators interested in digital marketplaces and new business opportunities, thanks to features powered by Cosmoprof's matchmaking software.

From October 5 to 18, the WeCosmoprof x Alibaba.com virtual pavilion will offer cosmetics industry companies an international showcase of over 20 million buyers, which are active in 190 countries, for their product launches.

WeCosmoprof X NeedI will host exhibitors, buyers and distributors specialized in mass market and large-distribution, white and private labels from October 5 to 9. Exhibitors will be able to share their export objectives and connect with international retailers, specialist shops and import managers.

The WeCosmoprof X BORN pavilion, to be held from October 12 to 16, will allow prestige and mass-market brands to present proposals and develop new connections and businesses.

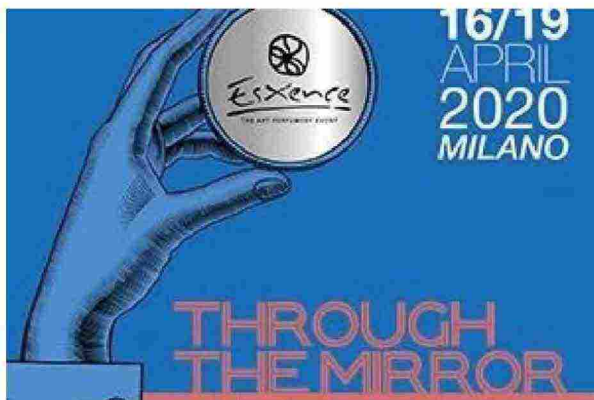
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*October 5, 2020*

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*October 1, 2020*

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