

VIRTUAL EVENT WECOSMOPROF INTERNATIONAL REPORTS EXCITING RESULTS WITH OVER 52,200 ONLINE MEETINGS REQUESTED

22 June, 2021 – **WeCOSMOPROF International**, the exciting new digital event organised by Cosmoprof Asia Ltd (joint venture between BolognaFiere and Informa Markets), tapped into the pent-up enthusiasm of beauty and cosmetic industry stakeholders from all four corners of the world to generate an unprecedented number of business meeting requests, networking matches and online webinar attendees.

SPECTACULAR STATISTICS

The 10-day online event featured **698 companies from 40 different countries and regions** and **more than 20,000 international stakeholders** from Asia, Europe, Americas, Australasia, Middle East, Africa and Oceania. Thanks to the cutting-edge digital services and implementation offered by Cosmoprof My Match, companies, operators, distributors, retailers and buyers seamlessly promoted their businesses through the interactive and multilingual platform. Highly customisable and high-performing, it generated an outstanding count of **more than 52,200 requests for B2B online meetings**.

In addition, **over 5,000 operators** attended WeCOSMOPROF International's numerous talks and presentations dedicated to product insights, ensuring they remained up-to-date with today's cosmetic industry and caught dynamic previews of future market trends and evolutions.

"WeCOSMOPROF International proudly represents the culmination of 50 years of Cosmoprof events," said **Gianpiero Calzolari, President of BolognaFiere**. "This new platform has proved itself fully capable of adapting to all market and societal transformations, while still providing the industry's most innovative meeting and matching tools, and implementing successful commercial opportunities all around the world. WeCOSMOPROF International was made possible thanks to the collaboration with Informa Markets and the combined efforts of partners Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America, Cosmoprof India and Cosmoprof CBE Asean."

NATIONAL EXCELLENCE

The global event featured a deep dive into the excellence of all things Italian with over 230 Italian companies taking part in *Made in Italy*, thanks to support from the Italian Ministry of Foreign Affairs and International Cooperation, ITA – Italian Trade Agency, and Cosmetica Italia. In addition, special mention goes to the 13 national organizations of Brazil, China, France, Greece, Hungary, Ireland, Italy, Korea, Lithuania, Poland, Spain, Switzerland and UK. Korea, in particular, presented 102 businesses with the support of KOTRA – Korea Trade-Investment Promotion Agency and, while Spain supported 45 exhibitors in collaboration with the Spanish union brought by ICEX (Invest in Spain).

"Thanks to the experience gained through our international events and our close relationship with the most important players in the American, EMEA and Asia-Pacific markets, WeCOSMOPROF International

offered a remarkable support to our beauty community around the world”, highlighted **David Bondi, Senior Vice President – Asia of Informa Markets and Director of Cosmoprof Asia Ltd.** “In times of social distancing, we provided the cosmetic industry with a platform that was suitable for all, with innovative virtual support, cutting-edge digital tools, and seamless networking, especially putting the world directly in touch with the Chinese market. WeCOSMOPROF International is today’s highest performing business tool for restoring interaction between industry supply and demand.”

TESTIMONIALS POUR IN

Positive feedback has been flooding in from participating companies. “WeCOSMOPROF International has been a great online fair and we couldn’t be happier to have attended,” said **Ignacio Hernández, Export Manager, ALTERLOOK Professional (Spain).** “In these times when face-to-face meetings are not possible, the event has helped us reach many distributors in the world and allowed us to expand our business.”

“The platform worked perfectly, bringing together the best of Cosmoprof Asia and Cosmoprof Worldwide Bologna, the level of contacts was very impressive, and we are really happy with the relationships we started. We hope that in a short time they can turn into contracts and commercial orders”, said **Carlo Rosa, founder of Palazzo Rosa (Italy).**

“After months of lockdowns, consumers are bored of using the same solutions in beauty and are looking for innovations at low prices,” said **Tomasz Jesionek, Sales Manager, Wibó (Poland).** “When we combined our proposals with the innovative formula of WeCOSMOPROF International the effect was incredible – potential business partners from all over the globe were highly interested in implementing our brands in their areas. Reaching out to them directly has been a great opportunity for us thanks to the digital form of the event.”

“Thanks to the well-organised virtual event, we were able to introduce our brand to new potential buyers despite the absence of face-to-face interactions,” said **Christine Lee, Senior Global Business Manager at Dear Dahlia (Korea).** “WeCOSMOPROF International was a great opportunity to communicate our brand value to various stakeholders across the globe, and we are excited to further develop these new connections into meaningful opportunities.”

“We saw a very good result from this online event. 50 meetings were made with serious buyers of very high quality. For us it was an interesting experience and the event was a good addition to the Cosmoprof family,” said **Yuta Inui, COO, Sanwa Wings Co., Ltd. (Japan).** “Rather than not having the opportunity to travel because of the pandemic, this platform creates an avenue for us to connect with serious buyers and potential business partners.”

DYNAMIC EVENTS AND DEMOS

Apart from online business activities, WeCOSMOPROF International offered attendees a rich calendar of concurrent events with 15 webinars covering topics such as Asian Trends, Beauty Rebound, Data Intelligence, Sustainability, Inclusivity and Digital Beauty. Seven Virtual Stage demos showed the latest trends in hair style, nail and skincare, with six #beautyhunt interviews featuring hot picks from international beauty influencers, and eight exhibitor video galleries presenting the latest product launches and services to beauty professionals. Recordings will be available on www.wecosmoprof.com

until 31 August, 2021 for companies who have missed any session and want to review insights from industry luminaries.

For more information, www.wecosmoprof.com/

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