

We COSMOPROF

The Digital Event for Beauty

WHO

the beauty
community

WHEN

5 - 18 October
2020

WHERE

wecosmoprof.com

Powered by

 **Alibaba.com**

BORN 

needl.

An event by



Official full package partner

 **BEEONBOARD**

In partnership with



With the support of



WeCOSMOPROF

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Welcome to WeCOSMOPROF!

The **new format of WeCOSMOPROF** is an experience like no other, offering new ways to increase your online presence and connect with customers, partners, buyers, and global players for two weeks of business, inspiration, and innovation.

WeCOSMOPROF will draw a global audience across key industries and core lines of business. It provides a **powerful opportunity for beauty companies** to position themselves in the world's largest and most innovative marketplaces and to build their businesses.

This October, we will multiply your business opportunities by creating four online matching opportunities with Cosmoprof My Match, Alibaba.com, BORN, and Needl.

WeCOSMOPROF

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The first edition of the initiative (**June 2020**) was joined by **more than 40,000 operators** from over 100 countries and **3,000 exhibitors**. **Over 6,000 operators** attended and particularly appreciated the scheduled webinars.

This second edition (**5-18 October 2020**) will be enriched by the presence of **3 global industry partners** specialized in different sectors and specific targets.

Each partner has a **different specialty**, from industry verticals to market sectors, but they both help beauty companies to target **global and local buyers** and stay top-of-mind in different distribution channels.

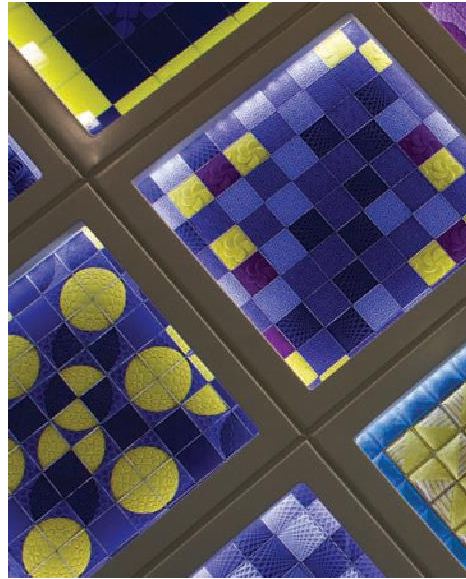


The power of multipliers

Cosmoprof

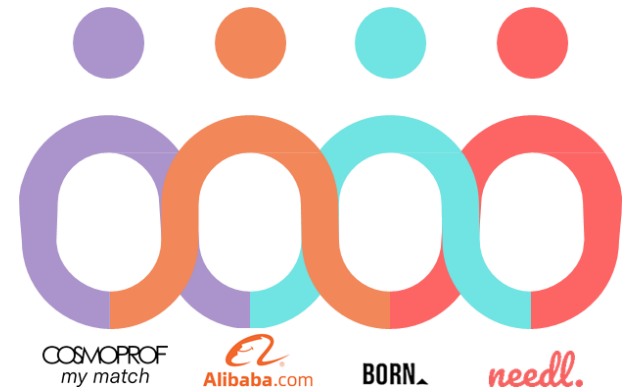
Cosmoprof is the most important beauty trade show in the world. Founded in Bologna 53 years ago, the event annually gathers more than **3,000 exhibitors** from **70 countries** of origin) and **260,000+ visitors** from **154 countries** of origin.

Thanks to **five international trade shows**, branded Cosmoprof (Bologna, Hong Kong, Las Vegas, Mumbai, and Bangkok), and 22 other events in Europe, Cosmoprof reaches more than 500,000 professionals, 12,000 exhibitors, and 80 million in total revenue.



The power of multipliers

Alibaba.com, BORN, Needl



Alibaba.com is a global player with more than 21 years of expertise not only focusing on online tech, but also an expert of cross-border trade.

Alibaba.com has 21M active buyers from 190 countries in the platforms across all industries, 200 million goods and manages 300,000 inquiries daily.

The beauty sectors represents 18 categories with 10M+ goods 7,000+ sellers and 240,000 buyers.

BORN is the best premium B2B community of brands and buyers passionate about making products with purpose combining integrity, functionality and desirability.

BORN offers its members a world-class, machine learning designed platform to showcase their products, share the stories that inspired their creative process, connect and grow your business with lifestyle buyers from around the world.

BORN works with 5,000 curated premium brands and 2,800 selected retailers.

Needl is an online community connecting suppliers and buyers of FMCG products around the world.

On Needl, suppliers express their export priorities to identify matching distributors in target countries, and distributors, co-packers and retailers are sourcing new suppliers, in brands and private label.

Needl has already 8,000 suppliers and 2,800 vetted buyers.

WeCOSMOPROF

Business & Networking

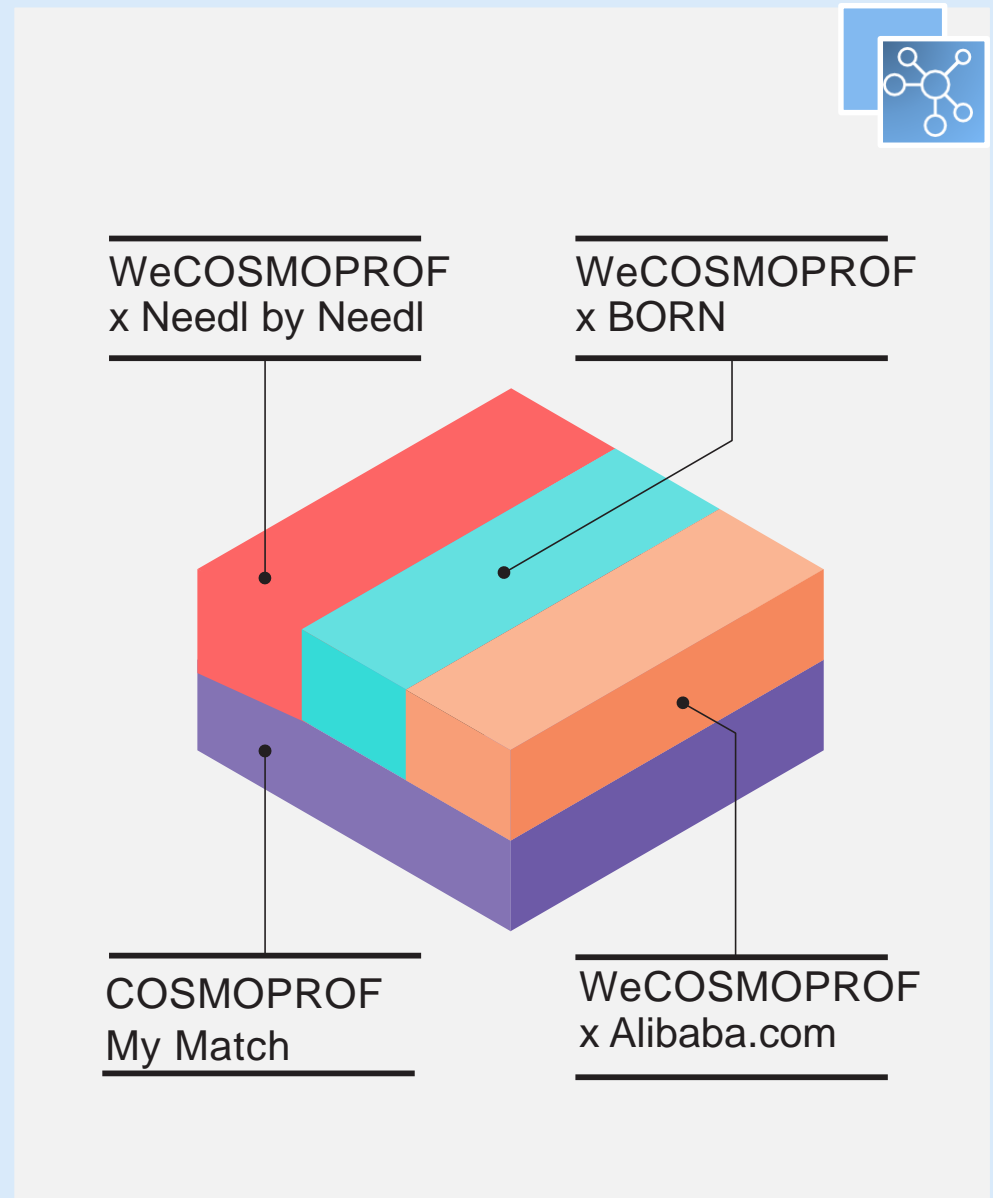


Business & networking are the core of WeCOSMOPROF.

The next edition will consist of **4 pavilions**:

- **Cosmoprof My Match**
(5 – 9 October)
- **WeCOSMOPROF x Alibaba.com**
(5 – 18 October)
- **WeCOSMOPROF x BORN**
(12 – 16 October)
- **WeCOSMOPROF x Needl**
(5- 9 October)

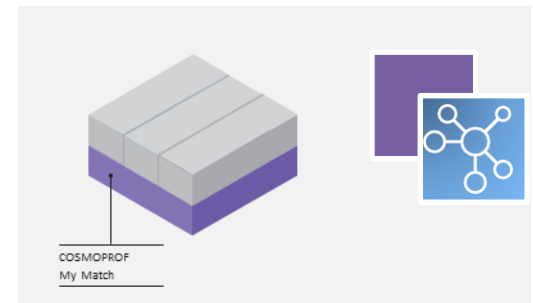
Our digital platform will make it easy for exhibitors to **select the pavilion** they belong to (in addition to the WeCOSMOPROF one) in order to maximize their connection **with the specific network of buyers.**



Business & Networking

Cosmoprof My Match

5 - 9 October 2020

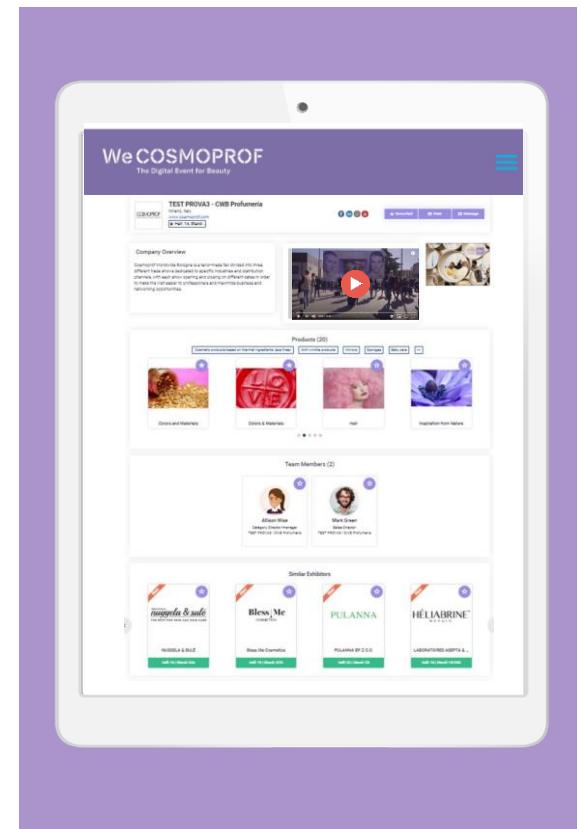


Cosmoprof My Match is the platform that connects the Cosmoprof Community. Thanks to a sophisticated search engine software, it will be easier than ever to find new partners for your business.

The platform allows you to **contact potential clients directly** and to plan online B2B meetings using our powerful chat tools and other interactive systems.

In **Cosmoprof My Match exhibitors' showcases** are packed with features that visitors can interact with: they can host images, brochures, data sheets and videos.

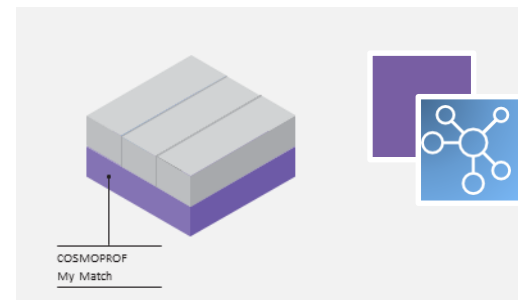
Our **digital directory** is a unique tool to scout for what's new in the beauty industry.



Business & Networking

Cosmoprof My Match

5 - 9 October 2020



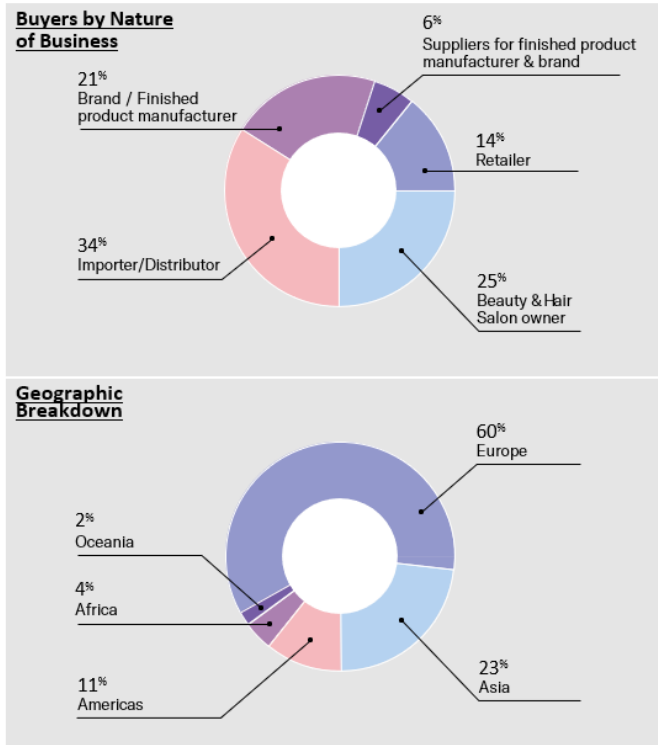
Who should exhibit?

Companies representing the entire cosmetics industry:

- a) Brand/company with finished products in the Cosmetics & Toiletries sector devoted to the Retail Channel
- b) Brand/company with finished products, equipment, and/or furniture devoted to Beauty, Hair, and Nail Professional Salons
- c) Suppliers for the manufacturing of cosmetic products: raw materials and ingredients, contract & private label, primary and secondary packaging, processing and packaging machines, inspection & control equipment, full-service suppliers and solutions for the cosmetic industry

Who is the Buyer?

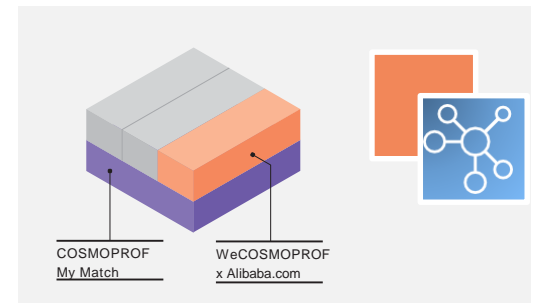
70.000 global Brands, Importers/Distributors, and Retailers interested in scouting new business opportunities, emerging brands, or finding products, services, and solutions for the cosmetic industry.



Business & Networking

WeCOSMOPROF x Alibaba.com

5 - 18 October 2020



WeCOSMOPROF x Alibaba.com is a real-time interactive, curated experience designed to help buyers and sellers meet — all online. This beauty categories-specific event features top sellers promoting their products with interested buyers ready to do business. It addresses all product categories of the entire beauty industry. Using WeCosmoprof x Alibaba.com exhibitors can create a differentiated e-commerce experience to reach out to a global community of buyers.

In **WeCOSMOPROF X Alibaba.com** you will be able to:

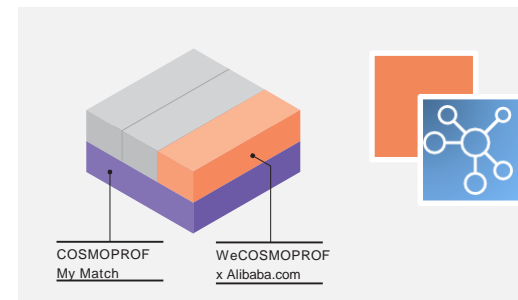
- Contact qualified buyers from all around the world that have been invited and selected for this event
- Organize pre-scheduled 1:1 meetings
- Present solutions and products to interested buyers live with livestreaming events
- Get meaningful insights from a dedicated online educational program



Business & Networking

WeCOSMOPROF x Alibaba.com

5 - 18 October 2020



Who should exhibit?

Qualified global manufacturers, wholesalers and brands showcasing their products. All companies interested in getting in touch with the global community of Alibaba.com.

• **Core categories:**

Skin care, beauty equipment, cosmetic, eyelashes and wig

• **High Potential:**

Personal care, baby care, perfume, men beauty categories

• **Key Potential:**

Nail products, hair care and cosmetic tools

Who is the Buyer?

Verified businesses with the intent to purchase wholesale products of a specific category.

Top 5 buyers country in Alibaba.com of Beauty & Personal Care are **USA, UK, India, Canada** and **Nigeria** leading most buyers in Alibaba.com especially the buyers requests.

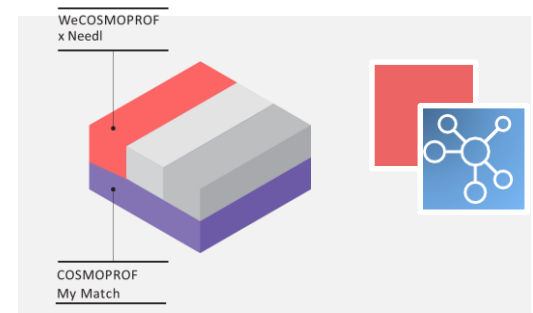
Eye shadow, eyelash, lip gloss, perfume and wig are top 5 categories of beauty & personal care in Alibaba.com.



Business & Networking

WeCOSMOPROF x Needl

5 - 9 October 2020

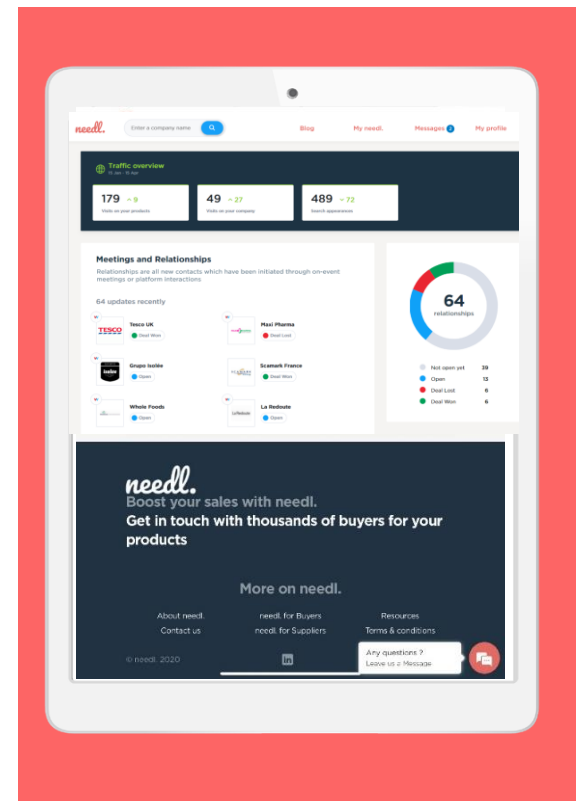


WeCOSMOPROF x Needl: here you will find a wide network of leading distributors, co-packers and retailers (top large-scale retail specialists and European mass-market leaders) willing to expand their product offering both with brands and private label.

The pavilion will cover all categories of beauty, home care and personal care products.

In **WeCOSMOPROF x Needl**, Companies will be able to:

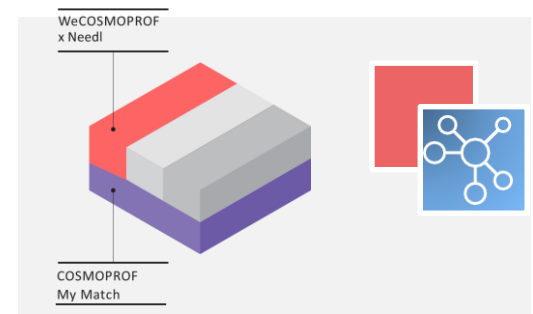
- Indicate their export target countries through Needl “Export Diagnosis” tool
- Upload their profile
- Discover leading distributors and retailers’ presentations
- Submit their application to matching distributors and retailers in targeted countries.
- Be selected by distributors and retailers
- Contact and be contacted by members of the community



Business & Networking

WeCOSMOPROF x Needl

5 - 9 October 2020

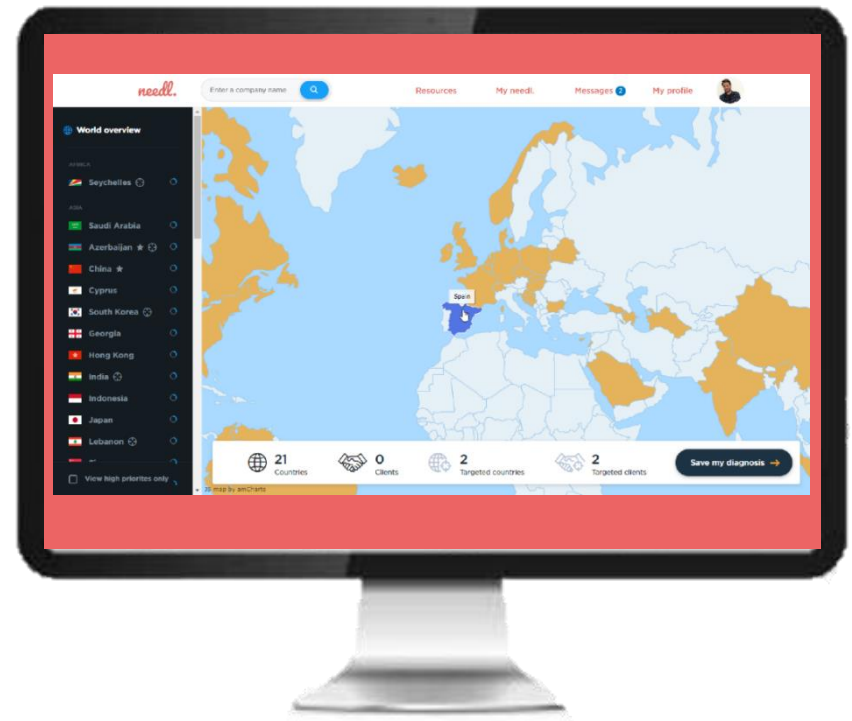


Who should exhibit?

- 1) Brand/Company finished product in Skin Care, Hair Care, Make Up, Personal Care and Home Care willing to expand their export markets
- 2) Suppliers of contract manufacturing, private label, primary, and secondary packaging.

Who is the Buyer?

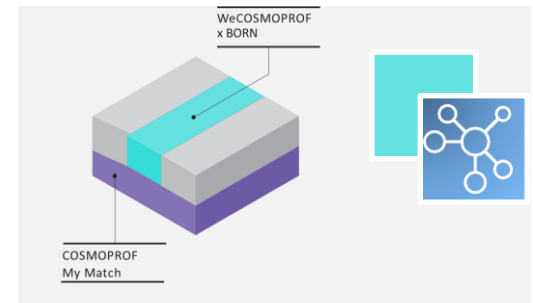
Beauty and personal care retailers (specialist, multi-specialist, hypermarket chains, e-commerce...) for brands and private label, co-packers (brands) and leading distributors from all around the world, with a strong focus on Europe, China and the Middle East.



Business & Networking

WeCOSMOPROF x BORN

12 - 16 October 2020



WeCOSMOPROF x BORN

is the pavilion is dedicated to **prestige and premium beauty companies**.

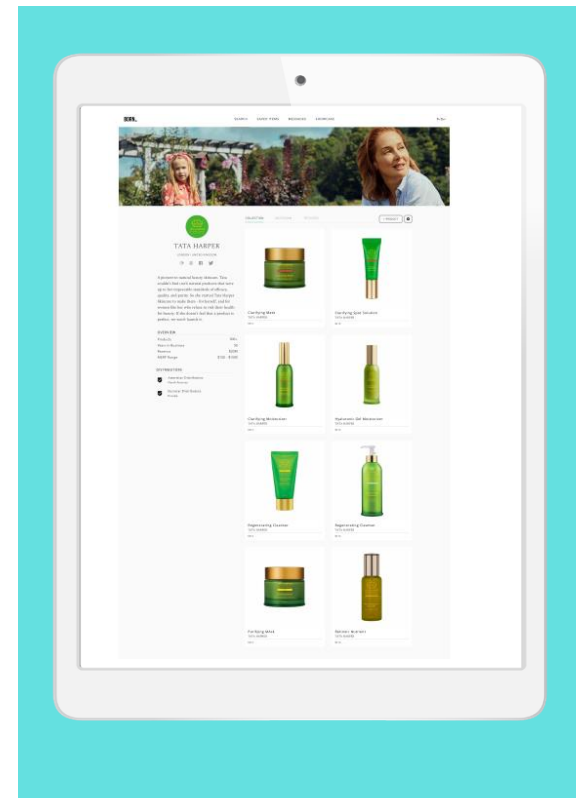
Brands that create products with a purpose combining integrity, functionality and desirability.

Retailers interested in the platform must submit their application to be invited.

From department stores, concept stores, to online stores, the BORN platform is used by **top retailers worldwide focused on design-led lifestyle**.

Inside WeCOSMOPROF x BORN:

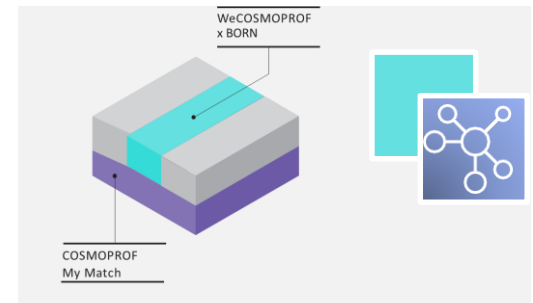
- Brands present their products and share their brand story in beautifully designed environment that provides buyers with all the essential details they need to make informed business decisions (Product Collection, HD Media Galleries, Instagram Preview Product Journey Videos)
- Perfect for digital product launches
- BORN's personalisation engine uses all available data to select the most relevant products for each retail buyer.



Business & Networking

WeCOSMOPROF x BORN

12 - 16 October 2020



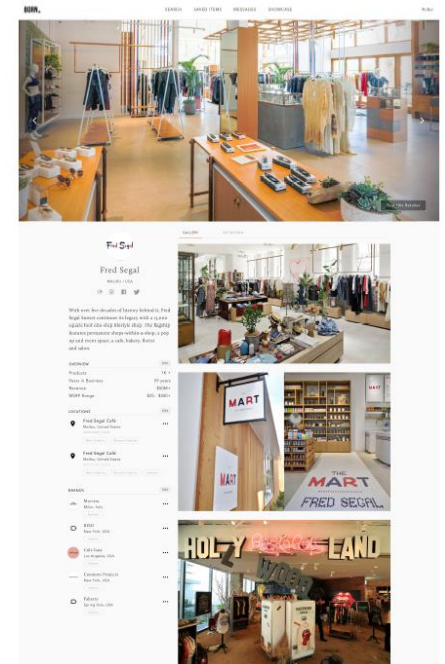
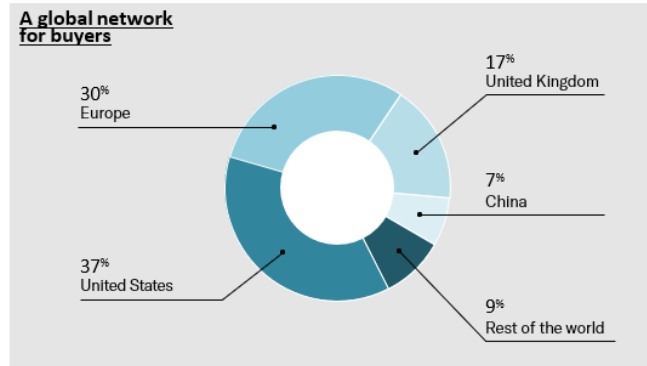
Who should exhibit?

The platform is **selective and by invitation**. Brands in the **prestige** and **masstige** beauty market may apply and they will be selected.

BORN is about quality and products with a purpose.

Who is the Buyer?

Key selected buyers in top design-led lifestyle stores from premium department stores, concept stores, to online stores. BORN has already curated 2,800 retail members from around the world.



WeCOSMOPROF

Education & Special Projects

5 - 18 October 2020

WeCOSMOPROF will host a rich program of events:

- **CosmoTalks the virtual series**, features webinars with some of the sharpest minds of the industry. Unmissable sessions will be hosted throughout the duration of WeCOSMOPROF to discuss the drivers of our community and the future of the beauty industry;
- **Cosmo Virtual Stage**, where experts from the hairdressing, barbershop, professional aesthetics, SPA, and makeup world will share training sessions addressed to beauty professionals;
- **Company Video Pitch**, curated by exhibitors, and special initiatives.



WeCOSMOPROF

How to Attend

Business & Networking



Cosmoprof My Match

1. Apply for WeCosmoprof and set up your participation in the Cosmoprof My Match pavilion.
2. Access your exhibitor's area to complete your exhibitor's profile (Company profile, product catalogue, product lines, and team member).
3. Enrich your profile with video or other marketing materials.
4. Discover sponsorship opportunities that can help your company or product stand out among competitors.

WeCOSMOPROF x Alibaba.com WeCOSMOPROF x BORN WeCOSMOPROF x Need!

1. Maximize your networking opportunities by choosing to be present on one of our partners' pavilions or both of them and take advantage of the special rates dedicated to the companies participating in WeCosmoprof.
2. Share your business goals with WeCosmoprof Sales Team: they will suggest the more suitable option for you based on your brand or products' positioning.

Education



You can attend our educational offerings (CosmoTalks The Virtual Series, Cosmo Virtual Stage, and Cosmopany Video Pitch webinars) thanks to a quick registration.

If you have any specific content about your company or interesting products that you would like to share with our worldwide beauty community, please contact our sales team to discover our solutions.

TAKE PART IN WeCOSMOPROF!

From 5 to 18 October 2020

COSMOPROF

My Match

5 – 9 October 2020

WeCOSMOPROF

X NEEDL

5 – 9 October 2020

WeCOSMOPROF

X ALIBABA.COM

5 – 18 October 2020

WeCOSMOPROF

X BORN

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wecosmoprof.com