



## **Cosmoprof Asia Digital Week returns November 2021 – look forward to boosting your digital visibility, international networking and business development**

**[28 September 2021, Hong Kong]** – This **November 8-16, 2021, Cosmoprof Asia Digital Week** returns to support exhibitors and delegates with the invaluable opportunity to shine on a digital stage, meet new business partners, and discover the latest trends and innovative products.

In 2020 the first ever edition of Cosmoprof Asia Digital Week attracted 652 exhibitors from 19 countries and regions, 15 country and group pavilions, and 8,953 registered visitors. During the event more than 3,500 video meetings and 31,009 online chats were conducted.

This year, the organisers expect **over 10,000 visitors** to sign up and source products and information from more than **10,000 online product showcases**, and numerous market updates and trends via live learning sessions and webinars.

“While we are still unable to meet physically at Cosmoprof Asia, Cosmoprof Asia Digital Week is the industry’s next best tool for reaching out to the global beauty audience and finding new business opportunities with targeted buyers,” says **Antonio Bruzzone, General Manager of BolognaFiere Group and Director of Cosmoprof Asia Ltd.**

“Having interviewed and listened to our exhibitors and buyers, we understand their problems and pain points with online sourcing and business matching, and we are inspired to enhance the event, and our current matching platform, to better serve the community”, said **David Bondi, Senior Vice President – Asia of Informa Markets and Director of Cosmoprof Asia Ltd.**

### **NEW DIGITAL PLATFORM FEATURES**

The AI-driven Match&Meet platform will once again be the event’s single networking platform, designed to enhance sourcing, scheduling 1:1 video meetings, live chatting and networking with potential partners, as well as attending webinars and other events.

The platform facilitates:

- Sending files, images and digital name cards via the live-chatting function
- Ensuring highly secure 1:1 video meeting solution in all locations including China and the Middle East
- Offering notifications via Facebook Messenger as well as WeChat, Whatsapp and SMS
- Delivering information on traffic, views and impressions, and meeting statistics directly to attendees and companies via the analytics dashboard

### **BUYER ENGAGEMENT PROGRAMME**

New to this year's Digital Week is the Buyer Engagement Programme, which aims to match quality buyers with the right suppliers according to their sourcing and purchasing requirements. With support from a dedicated taskforce, we will assist buyers from around the globe. This programme is now open for recruitment and will target the head of purchasing or procurement and senior executives including:

- Importers / Distributors / Traders / Retail chains / Online stores sourcing for below Finished Products
- Companies looking for Packaging / Ingredients / Machinery / OEM / ODM

Companies interested can email to [visit-ca@informa.com](mailto:visit-ca@informa.com)

### **EVENT HIGHLIGHTS**

Experts and industry leaders will take the stage to share their knowledge and experience during **Cosmotalks**, providing advice and inspiration for operators still dealing with the consequences of the pandemic. Meanwhile, **Cosmo Virtual Stage** will invite the most talented make-up artists, hairstylists and nail technicians to reveal what's new for the industry's professional channels. In addition, **CosmoTrends** will offer an invaluable overview of future trends with international agency Beautystreams providing insights on developments that will influence purchases and habits in the coming months.

[Register now](#) to join Cosmoprof Asia Digital Week and stay tuned for the next updates on <https://digital-week.cosmoprof-asia.com/en-us/>.

For queries, please feel free to contact us.

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#### **ABOUT THE ORGANISERS:**

*Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.*

#### **ABOUT BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))**

**BolognaFiere Group** is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. In Shenzhen, China the second edition of **South China Beauty Expo** will be held on November 8-10, 2021. The Cosmoprof platform will reinforce its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty**.

#### **ABOUT INFORMA MARKETS ([www.informamarkets.com](http://www.informamarkets.com))**

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2022** will serve THE AMERICAS, North, South America and Caribbean Islands Region.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).