



News Release

For Immediate Release

12 Dec 2007

The 12th Cosmoprof Asia Attracting Top International Buyers to Hong Kong

The 12th edition of COSMOPROF ASIA has concluded with a great success. The continuous growth of the exhibition in terms of square metres and number of exhibitors has confirmed Cosmoprof Asia as a distinguished member of the international beauty scene, with 1,265 exhibitors in over 47,000 sqm (up 2,000 sqm compared to 2006).

A **5% increase in overseas visitors** underlines the international business opportunities offered by this Asia Pacific show, strengthening its global reputation. By country, the show attracted top buyers from MAINLAND CHINA, KOREA, TAIWAN, JAPAN, AUSTRALIA, SINGAPORE, THAILAND, the USA, MALAYSIA and the PHILIPPINES for a total of **over 37,000 visitors**.

A Made-to-Measure Business Experience

The 12th edition of Cosmoprof Asia was featured by the new categorisation of the show floor, which has been designed to offer visitors more tailor-made itineraries and encompass the international beauty industry exhibiting at the Hong Kong Convention & Exhibition Centre from 14-16 November 2007.

Buyers visiting Cosmoprof Asia 2007 found a completely new scenario in addition to all the areas that they have appreciated over the years. The new areas were identified by new names and logos in order to make it easier to locate sections of interest. They were:

Cosmoprof**Asia**
RETAIL
DISTRIBUTION

RETAIL-DISTRIBUTION (Perfumery, Cosmetics & Toiletries - **Hall 1**)

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PACK (Packaging, Raw Materials, Machinery, Private Label and Contract Manufacturing – **Halls 2, 3 & Grand Hall**)



HAIR & BEAUTY SALON (Hair & Beauty Salon products and equipment for professional use – **Hall 5 & Annex & Hall 7**)

Strong Support from Country Pavilions

The presence of national and group pavilions has proved to be the mainstay of Cosmoprof Asia. In addition to participation by such countries and regions as Australia, France, Germany, Greece, Israel, Italy, Japan, Korea, Mainland China, Spain, Taiwan, Thailand, the UK and the USA, there were also the first-timers including Hong Kong, Singapore and South Africa.

The inaugural participation of Singapore was enhanced by the inspiring seminar called “Asia Spa Trends & Beyond” being launched with the full support from Spa & Wellness Association Singapore. Meanwhile, South Africa brought to the show floor characteristic aspects of its homeland with a wide array of unique products made from such typically African natural ingredients as rooibos, salt crystals, aloe ferox and fynbos etc. Hong Kong pavilion was featured by a group of leading packaging companies.

Special Features in 2007

Established as the premier event for the entire beauty industry in the Asia Pacific region, the next step for the organisers was to increase the attendance of specialised buyers from key countries. This was achieved this year with the focus of the **International Buyer Presentation**, which drew key buyers from both Japan and India.

1st International Buyer Presentation programme: India and Japan on stage

Debuting at Cosmoprof Asia, this programme was conceived especially to provide both buyers and exhibitors with the opportunity of establishing and developing new business opportunities. Key importers from these major Asian markets were invited to introduce themselves to a targeted exhibitor audience. The programme was complemented by targeted briefings on

specific Asian countries with the emphasis on market structure and distribution channels specific to the cosmetics industry.

Special thanks go to buyers who took part in this great initiative, including representatives from the Cosmetic Importers Association of Japan and company representatives from Ida Ryogokudo Co. Ltd., Matsushita Trading Co. Ltd., Elle-International Co. Ltd., U.S. Commercial Service from India, GR Fragrances (India) Pvt. Ltd., Spencer's Retail Limited, and Lifestyle International Pvt. Ltd. from India.

Les Nouvelles Esthétiques Hong Kong International Aesthetics Seminar

With its focus on skincare, aesthetics and beauty techniques, this seminar was a unique opportunity to discover all the hottest and latest products and techniques in the beauty market. The speakers were **Tina Henrietta E. Czech**, Founder and Principal of the Australian Institute of Laser Therapy; **Christina Zehavi**, Chief Editor of the Israel edition of LNE; and **Dr. To Chun Fung**, Official Hong Kong Secretary and Spokesperson of the Australasian College of Cosmetic Surgery.

The Cosmetic Valley Seminars

Cosmetic Valley, the French region of Eure and Loire, is home to nearly 100 companies and 6,000 professionals representing all sectors of the perfume and cosmetics industry. On the occasion of the 10th anniversary of its participation at Cosmoprof Asia it offered a remarkable scientific seminar programme, including two main areas focused on the cosmetic fields of "Cellular Markers of Ageing" and "Analytical and Organic Chemistry in Cosmetics".

"Asia Spa Trends & Beyond" Seminar

A special highlight of Cosmoprof Asia 2007 was the introduction of the "Asia Spa Trends & Beyond" Seminar that provided the audience with a highly informative programme focused on spa marketing and retailing.

The participation of renowned speakers, including the Presidents of two outstanding Spa Associations: **Dr Theresa Chew**, President of SWAS (Spa & Wellness Association Singapore) and **Mr Apichai Jearadisak**, Chairman of the Federation of Thai Spa Associations, together with **Ms Suzanne Ng**, CEO of Spa Finder Japan ensured the success of this new venture.

Cosmoprof Asia Worldwide Beauty Observatory

Under the **Cosmoprof Asia Worldwide Beauty Observatory** banner this year, the round table this year comprised of visionary industry protagonists sharing their experiences and vision about the creativity and originality of their products.

The discussion was moderated by packaging specialist Jean-Yves Bourgeois and enlivened by the presence of internationally renowned professionals including **Vera Strubi**, former President of Parfums Thierry Mugler; **Dieter Bakic**, Founder & President of DieterBakicEnterprises; **Jean Zimmermann**, Founder of Bayankala (his own brand-new cosmetics brand for body, hair and skincare based on Chinese herbal practices); **Karen Young**, CEO of The Young Group; and **Ulrich Nebe**, General Manager of Heinz Glas.

“One of the Senses - The Sense of Smell” by the International Perfume Museum of Grasse (France)

In the frame of the cooperation between Cosmoprof, Bologna and the International Perfume Museum, the organisers of Cosmoprof Asia have invited **Marie-Christine Grasse**, curator in chief of the Museum, to hold a conference on the sense of smell and the most famous fragrances launches worldwide. The presentation featured a selection of fragrances with an analysis of the creative, branding and marketing aspects as well as the relevant lifestyle trends.

“How to Enter the Cosmetic Market of China” Seminar

Scheduled on day 3 of the show, "How to Enter the Cosmetic Market of China" offered an extraordinary seminar session especially conceived for all exhibitors and visitors willing to deepen their knowledge of the import regulations and procedure of cosmetic product to China. Presented by Quality and Technology Certification and Consultation Service Centre - QTCCC, the seminar was introduced by **Ms Dayle Wang**, Chief Consultant of Product Registration Consultation Dept of QTCCC and provided a complete overview about procedures for imported cosmetics and latest Regulations on Cosmetics of Mainland China.

Same Time Same Venue: The Natural Health Fair 2007

Co-located with Cosmoprof Asia, The Natural Health Fair featured the best of natural trends, offering unique business opportunities.

With **New Zealand** as the “Focus Country of the Year”, a highlight of this year’s fair was “New Zealand Day” when companies showcased most typical products during the “Natural Innovations on Stage” event, and an in-depth seminar programme that offered the audience a complete outline of the natural approach to health and beauty. Underlying the significance of the New Zealand participation is the presence of the Ambassador for Trade, New Zealand Government at the fair.

The Next Edition

The 13th edition of Cosmoprof Asia will take place from 12 to 14 November 2008. Save the date!

For further information about the fairs, please visit www.cosmoprof-asia.com

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