



COSMOPROF ASIA 2008

“Incredible international success: 40,000 visitors attended the premier Asia Beauty Event”

Concluding its 13th edition at the Hong Kong Convention & Exhibition Centre, Cosmoprof Asia reiterated its position as the premier business-to-business beauty event encompassing all sectors of the industry in one venue. Cosmoprof Asia is the most important forum in the Asia Pacific region for the complete spectrum of beauty industry professionals from the cosmetics, wellness, spa, hair care, skincare, nail, product development and packaging industries, each seeking to strengthen and grow their respective share of the global beauty business.

The event, held from 12 to 14 November 2008, brought 1,357 exhibiting companies (an increase from 1,265 in 2007) to a sold-out show floor along with 39,467 quality attendees (6.44% increase on 2007 figure) that included importers, distributors, hair and beauty salon owners and spas, as well as global beauty leaders, all under one roof. As in years past, Cosmoprof Asia attracted many new and innovative brands in addition to industry leaders such as Alcan, HCP, Intercos, Rexam, Dermalogica, Dibi, Germaine De Capuccini, LPG, Babyliss, Lakme, Takara Belmont, Elcos, Asia Pacific, Bioline, Aska, Giffarine and many more.

In addition to leading beauty industry professionals, many of the top trade publications from across the globe traveled to Cosmoprof Asia to seek out the newest trends emerging from amongst this year's exhibitors.

Through close-knit collaborations with countries seeking to expand their foreign trade in beauty, Cosmoprof Asia dedicated special sections on the show floor to distinct [International Country and Group Pavilions](#). The support and council of Pavilion organisers enabled small and medium-sized companies to participate in Cosmoprof Asia to obtain an understanding of the marketplace and have direct “face time” with distributors to secure distribution into the Asia Pacific region. Featured pavilions at the 2008 show came from Australia, China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, New Zealand, Singapore, Spain, Switzerland, Taiwan, Thailand, the UK and the USA.

Taking note of the ever-growing strength of emerging markets, Cosmoprof Asia continued its commitment to the [International Buyer Programme](#) which was launched in 2007. A Cosmoprof exclusive, the International Buyer Programme unites buyers and sellers from around the world with the resources, contacts, and data to create business. For the second year, beauty and cosmetics companies showcasing their products at Cosmoprof Asia were offered the opportunity to meet with a group of selected key-buyers from strategic growth markets around the globe. For this edition, the organisers selected India, Japan and Australia as the main focus, with buyers representing all sectors of the beauty industry.

International BOD, Packaging & Full Service “Business or Dinner”

On occasion of Cosmoprof Asia, a special dinner was also hosted at the designer restaurant “Pierre” by legendary Parisian 3-star Michelin chef, Pierre Gagnaire. This provided an outstanding opportunity for Asia-based finished products manufacturers to network with existing and potential suppliers of raw materials, packaging, contract manufacturing and full service. 64 international key-players took part in this high-level invitation-only networking event at which Alexandra Harney, a reporter of over nine years for the Financial Times, contributor to the BBC and the Wall Street Journal, spoke on the most important consumer trends in Asia.

High level educational seminars, another feature that makes Cosmoprof Asia stand out from other trade events, were filled to capacity with more than 500 attendees drawn by the content relevance in helping professionals and companies grow their business. Industry leaders from multiple sectors of the industry participated in round-table discussions and panels to share their experience and insights. Highlighted educational seminars included:

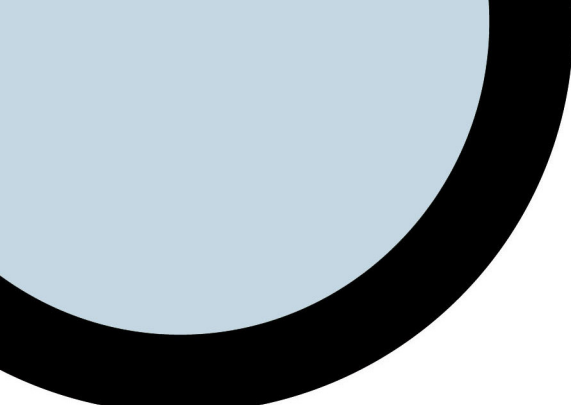
Spa and Wellness Beyond 2010 Conference - Co-organised with the Spa & Wellness Association Singapore (SWAS), this conference represented a unique educational opportunity addressed to all spa, beauty and wellness industry professionals. Asia’s top spa industry experts including Dr. Theresa Chew, President of Spa & Wellness Association Singapore (SWAS), Suzanne Ng, CEO of Conceptasia Inc, Melinda Yon, Managing Director of 360 Spa Solutions, Kelly Chain, TCM Consultant & Medical Practitioner, Dr. Orawan Kitchawengkul, Founder & Director of BDC Thailand, Yoriko Soma, President of Spa Finder Japan, Apichai Jearadisak, Chairman of Federation of Thai Spa Associations shared their know-how with the audience, helping participants understand how to be successful and to stay ahead in the spa & wellness sector, and the challenges and opportunities for the industry. Key topics at the conference were: global spa trends & Asia spa statistics, how to brand a spa (choosing OEM or selecting an award winning brand), creating a profitable spa, developing retail products & spa treatments.

Packaging and Ingredients for Personal Care & Cosmetics Seminar: “Inspirations for 2009: Innovative solutions to unlock design potential for cosmetics packaging” - Featuring Jonathan Cohen, Global Marketing Manager for cosmetic and personal care packaging at DuPont Cosmetic Solutions. Supported by Ringier Trade Publishing Ltd.

A New Brave World: Consumer Choice, Realisation and Market Trends - Featuring Dr Sanjay Nagarkar, Founder & Scientific Advisor of Globex Biotech Limited. This seminar focused on the evolution of the health food industry, with particular reference to Asia, and with the specific purpose to answer the question on how to define product quality.

Beauty Salon Management – Featuring Ms. Annie Fung, International Spa & Beauty Lecturer, Owner of More Than Skin Urban Spa, and Mr. Ringo Wong, Head of Business Development, Pevonia Asia Ltd, offering professional guidelines and information on salon operations and business development. Main Topic: "Partnering For Success + Experience Pevonia De-Aging Tropical Line"

How to Enter the Chinese Cosmetics Market – Regulations and Problems Encounter – Featuring the Chief Consultant of Product Registration Consultation Department, QTCCC (Quality and Technology Certification and Consultation Service Centre), this seminar aimed to provide an overview of the rules and regulations governing entry to the Chinese cosmetic market.



The Science of Cellular Water – Featuring Dr. Howard Murad, board certified dermatologist, holding 17 patents in the field of dermatology and skin health, this seminar provided an understanding into diseases and aging brought about by the loss of water in cells and connective tissues.

The **OMC Asia Cup 2008**, known as the Olympics of Hairdressing, was held for the very first time in Hong Kong, in conjunction with Cosmoprof Asia. Produced by OMC, the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Associations, the competition devoted to both the fashion and technical aspects of hairstyling attracted more than 300 competitors from China, Hong Kong, Korea, Singapore, Sri Lanka, Taiwan, Thailand and the USA. In front of an audience of more than 1,000 professionals, the 2-day tournament kicked off on 12 November and ended with a glamorous Hair Show and Awards Presentation the following day.

Salvatore Fodera (OMC World President) and Carmelo Gugliotti (OMC Global Director of Competition) said: "The OMC Asia Zone Cup was held in conjunction with Cosmoprof Asia 2008 as the exhibition presented an exceptional opportunity for business and networking where delegates could meet the right people with the right technologies, strategies and visions, all of which are essential for opening up new markets or increasing market dominance."

Cosmoprof Asia was also honored with the prestigious AsiaSpa Awards, created in 2005 by AsiaSpa magazine in recognition of the sensational spa world that Asia is blessed with. At a glamorous gala evening on 13 November in front of the Asia Pacific spa industry, a jury of experts in the field of spa, healing and beauty from almost every country in Asia voted **Cosmoprof Asia** the "**Best Spa Event of the Year**".

Cosmoprof Asia is next scheduled to be held from 11 to 13 November 2009 at the Hong Kong Convention & Exhibition Centre which will offer an enlarged exhibition area upon the completion of its second expansion programme.

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