



News Release  
For Immediate Release  
22 July 2008

**Cosmoprof Asia 2008  
Hong Kong, 12-14 November**

***Beauty, trends and business Oriented***

**COSMOPROF ASIA**, the premier beauty event in the Asia Pacific region, is getting ready for its 13th edition, which will be held from 12 to 14 November, at the Hong Kong Convention & Exhibition Centre.

This trendsetting event takes place in Hong Kong, Asia's international business hub and, each year, confirms its global role as the world's second most important beauty event. With its 48,000 sqm of exhibition space, the fair is surpassed only by the giant Cosmoprof Worldwide Bologna.

This event offers a winning formula: exhibitors from almost 40 countries and regions who display all the hottest in beauty, plus 17 national and group pavilions that showcase the distinctive products of their countries, will match with nearly 40,000 qualified visitors from about 100 countries and a wide range of international buyers. In brief, this is a unique opportunity to do business in one of the world's most strategic and fastest growing industries.

Key to the internationalisation of the show is the **International Buyer Programme**, which in 2008 focused on attracting buyers from India, Japan and Australia. Shinji Nagashima, Managing Director of The Cosmetic Importers Association of Japan (CIAJ), commented on the programme: "CIAJ wishes to express its gratitude for the chance to participate in the first International Buyer Programme and to make a presentation about the Japanese market. We found it an innovative and significant opportunity for both exhibitors and attendees to promote new business opportunities."

He added: "In the days when globalisation in the cosmetics business is advancing fast, imports and exports of cosmetics are increasing continuously. We are convinced that the Buyer Programme will be appreciated as a unique and valuable opportunity for the further expansion of the international beauty business."

### **A tailor-made business sourcing trip in Asia**

As a result of the continuous growth of COSMOPROF ASIA, and in order to provide buyers and visitors with a tailor-made and more effective sourcing platform to locate their resources easily at the exhibition venue, the Organiser divided all exhibits into five themed sectors. They are:

#### **Cosmoprof Asia RETAIL-DISTRIBUTION** (Perfumery, Cosmetics & Toiletries – Hall 1):

A glittering showcase of Perfumery, Cosmetics & Toiletries, accessories for hygiene and gift items, equipment and accessories for perfume shops, marketed through retail distribution in specialty stores, chain stores, department stores, gift stores and drug stores.

#### **Cosmoprof Asia NATURAL HEALTH: the Asian laboratory to healthy living** (Hall 1):

A unique and not-to-be-missed inspirational source about what's hot in the natural beauty industry, including the products showcase, lectures, and on-stage demonstrations about trends, new lifestyle products, techniques and services related to healthy living.

#### **Cosmoprof Asia PACK** (Packaging, Raw Materials, Machinery, Private Label and Contract Manufacturing – Halls 2, 3 & Mezzanine 2):

Devoted entirely to the supply chain, Halls 2 and 3 provide an overview of raw and semi-processed material providers, contract and private label manufacturers, packaging and machinery suppliers, and package designers.

#### **Cosmoprof Asia BEAUTY SALON** (Beauty Salon products and equipment for professional use – Halls 5 & 7):

A large display of all the latest in the professional industry of Beauty Salons, including professional beauty, spa and medical spa products and equipment, articles and equipment for nails.

#### **Cosmoprof Asia HAIR SALON** (Hair Salon products and equipment for professional use – Hall 5 & Convention Foyer):

A large display of all the latest in the professional Hair Salons: professional hair care and styling products, equipment, and salon furnishings.

### **An integrated educational opportunity**

#### **OMC Asia Zone Cup Open 2008**

**12-13 November, 09:30–18:30; Convention Hall**

The OMC Asia Zone Cup Open 2008, organised by the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Associations, will take place during Cosmoprof Asia 2008 on day 1 and 2 of the exhibition (12 and 13 November). In addition to the competition, the event will feature inspiring product innovations and creativity, the latest educational creative programmes and fashion forecasts.

**Personal Care & Cosmetics Ingredients Seminar****12 November, 14:00-16:00; Rooms 204-205**

This seminar aims to educate and guide Personal Care/Cosmetic Products enterprises about the relevant technology and application issues in the industry relating to the market, regulations, ingredients, R&D, processing, etc.

**A New Brave World: Consumer Choice, Realisation and Market Trends Seminar****12 November, 14:30-16:00; Rooms 202-203**

This seminar will focus on the evolution of the health food industry, with particular reference to Asia. On the one hand, hundreds of new products are being introduced to the market. On the other, consumers are overwhelmed by confusing information. This seminar will aim to answer the question: how can we define product quality?

**Beauty Salon Management Seminar****12 November, 16:00-18:00; Rooms 204-205**

This seminar is a specialised beauty salon management event that aims to offer professional guidance and information about salon operations and business development. It also aims to increase profits and revenue, and keep the competition at bay.

**How to Enter the Chinese Cosmetics Market – Regulations and Problems Encounter Seminar****13 November, 09:30-11:30; Rooms 204-205**

Organised by COSMOPROF ASIA and presented by the Quality and Technology Certification and Consultation Service Centre (QTCCC), this seminar provides a comprehensive overview of all rules and regulation, as well as related solutions, that professionals are required to know in order to enter the Chinese cosmetics market.

**Spa and Wellness Beyond 2010 Conference****13 November, 10:00-18:00; Room 608**

Co-organised by COSMOPROF ASIA and the Spa & Wellness Association of Singapore (SWAS), this seminar represents a unique educational opportunity for all spa, beauty and wellness industry professionals, helping them to understand how to be successful and stay ahead in the fast-changing world of spas.

**See you in Hong Kong from 12 to 14 November!**

For free admission to the three-day fair, trade visitors can pre-register online at **[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)**, deadline by 30 September 2008.

More show information is available at [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

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