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SPAevents

preview

Cosmoprof Asia 2008

12-14 November 2008

Hong Kong Convention and Exhibition Centre, Hong Kong

cosmoprof asia has long been heralded as the region's leading spa and beauty expo. Just look at the statistics: this year, its 13th, there will be 48,000sqm of exhibition space presented by nearly 40 countries and regions including 17 national and group pavilions, while approximately 40,000 visitors from around 100 countries will be eagerly browsing and buying.

Key events include the International Buyer Programme, which last year focused on attracting buyers from India, Japan and Australia so successfully that Shinji Nagashima, managing director of The Cosmetic Importers Association of Japan (CIAJ), applauded the initiative. "In the days when globalisation in the cosmetics business is advancing fast, imports and exports of cosmetics are increasing continuously," he said. "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."

As the expo has grown, its elements have been organised into five sectors. This year there will be Retail-Distribution for perfume, cosmetics and toiletries, Natural Health for health food and beverages, Packaging including raw materials, machinery and private label, Beauty Salon and finally Hair Salon for their respective professional products and equipment.

The OMC Asia Zone Cup Open 2008 hairdressing competition also draws many visitors, as do the information-packed seminars. A great opportunity to keep up with the industry trends, experts will be speaking on subjects including How to Enter the Chinese Cosmetics Market and Spa and Wellness Beyond 2010.

For more information (and free registration for trade visitors who pre-register) check out www.cosmoprof-asia.com

