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SHOW PREVIEW

cosmoprof asia 2008

Cosmoprof Asia, the not-to-be-missed event in Asia, will hold its 13th edition at the Hong Kong Convention and Exhibition Centre from 12 to 14 November. With 48,000 sq m of exhibition space, this premier beauty event is the second biggest globally, losing out only to the giant Cosmoprof Worldwide Bologna.

The event attracted exhibitors from nearly 40 countries and regions, and 17 national and group pavilions to showcase the latest trends in beauty and the unique products of the various countries to an estimated 40,000 professionals from about 100 countries, making it an extraordinary chance for the exhibitors to establish business opportunities in the rapidly growing industry.

After the phenomenal success of the first International Buyer Programme in 2007, the programme in 2008 will concentrate on attracting buyers from Australia, Japan and India. One of the pleased

buyers is Shiro Nagashima, managing director of The Cosmetic Importers Association of Japan (CIAJ) who comments that they "found it an innovative and significant opportunity for both exhibitors and attendees to promote new business opportunities."

Furthermore, as Cosmoprof Asia continues to flourish, the organisers have divided the exhibits into five themed sectors to deliver a more useful sourcing platform designed to enable buyers and visitors to pinpoint their resources more effortlessly. The five sectors are: Retail distribution, natural health products showcases, lectures and demonstrations, packaging and manufacturing, beauty salon products and equipment, and hair salon products and equipment.

FOR MORE INFORMATION ON COSMOPROF ASIA,
 VISIT www.cosmoprof-asia.com



OPENING WITH A FLOURISH:
 The opening ceremony of one of the most important events in the Asia Pacific region



WITH EARS WIDE OPEN:
 Dr Theresa Chew's (President of the Spa & Wellness Association Singapore) seminar was well-received by the participants



SOLD OUT SHOW:
 Some 40,000 beauty professionals attended Cosmoprof Asia 2007



THE REAL THING:
 A live demonstration to showcase the latest trend in hairdressing



A BRIGHT IDEA:
 The participants were able to locate their resources more easily with individual pavilions