

Publication:	bella Beauty Magazine
Issue/Date:	Oct-Dec 2008 (Issue 12)
Country:	Australia



## cosmoprof asia

**C**osmoprof Asia, the premier beauty event in the Asia Pacific region, will be held from 12 to 14 November 2008 at the Hong Kong Convention and Exhibition Centre.

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

This event offers a winning formula: exhibitors from 40 countries and regions displaying the latest advances in beauty and 17 national and group pavilions showcasing the distinctive products of their countries meet nearly 40,000 qualified professionals and international buyers. Cosmoprof Asia is a unique business opportunity in one of the region's most strategically important cities.

Key to the internationalisation of the show is the International Buyer Programme, which in 2007 focused on attracting buyers from India, Japan and Australia. Managing director of the Cosmetic Importers Association of Japan (CIAJ) Shinji Nagashima says this about the event:

'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 in the region.

'Imports and exports are booming in the increasingly globalised cosmetics business, and the Buyer Programme is a unique and valuable opportunity to further expand.' As a result of the continuous growth of Cosmoprof Asia and in order to provide buyers and visitors with a more effective sourcing platform at the exhibition, the organiser has divided the venue into five themed sectors. They are:

### Retail/distribution: perfumery, cosmetics and toiletries – Hall 1

A glittering showcase of scents, equipment and accessories for perfume shops, skincare products and makeup, personal care products and giftware for retail distribution.

### Natural health: the Asian laboratory to healthy living – Hall 1

A not-to-be-missed inspirational source of what's hot in the natural beauty industry, including product displays, lectures, demonstrations, lifestyle products, as well as healthy living techniques and services.

### Packaging, raw materials, machinery, private label and contract manufacturing Halls 2, 3 and 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.

### Beauty salon Halls 5 and 7

A large display of all the latest in professional beauty, spa and medical spa products and equipment, as well as everything for nails.

### Hair salon Hall 5 and Convention Centre Foyer

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

For more information visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)