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Beauty sector advances to be emphasised

The 13th Cosmoprof Asia beauty sector event is to be held from 12 to 14 November at the Hong Kong Convention & Exhibition Centre.

This trendsetting event each year confirms its global role in the world's beauty event calendar. With its 48,000 m² of exhibition space, the fair is surpassed only by the giant Cosmoprof Worldwide Bologna.

Cosmoprof Asia offers a winning formula. Exhibitors from almost 40 countries and regions will display latest offerings for the beauty sector, and 17 national and group pavilions will showcase the distinctive products of their countries. Attending will be nearly 40,000 visitors, including international buyers, from about 100 countries.

The event offers 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 is 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."

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."

Continuous growth

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 has divided all exhibits into five themed sectors. They are:

- Cosmoprof Asia RETAIL-DISTRIBUTION (perfumery, cosmetics and toiletries – Hall 1).

Presented will be a glittering showcase of perfumery, cosmetics and toiletries, accessories for hygiene and gift items, and equipment and accessories for perfume shops. There will be focus on retail distribution in specialty stores, chain stores, department stores, gift stores and drug stores.

- Cosmoprof Asia NATURAL HEALTH (Asian laboratory for healthy living – Hall 1).

This will be a unique and not-to-be-missed inspirational source of information about what is "hot" in the natural beauty sector. Features will include a 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, this part of the event will provide an overview of raw and semi-processed material providers, contract and private label manufacturers, packaging and machinery suppliers, and package designers.



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- **Cosmoprof Asia BEAUTY SALON** (beauty salon products and equipment for professional use - Halls 5 & 7). Visitors will be able to view a large display of the latest products and equipment for the beauty salon sector. Shown will be professional beauty, spa and medical spa products and equipment, plus items for nails.
- **Cosmoprof Asia HAIR SALON** (hair salon products and equipment for professional use - Hall 5 and Convention Foyer). In this area of the event will be presented a large display of the latest products and equipment for professional hair salons. Hair care and styling products will be shown along with equipment and salon furnishings.

Integrated educational opportunities

Integrated into the event will be a range of specially focused educational opportunities:

OMC Asia Zone Cup Open 2008, 12-13 November, 09:30-18:30, Convention Hall.

The OMC Asia Zone Cup Open 2008 competition, organised by the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Associations, will take place during Cosmoprof Asia 2008 on 12 and 13 November. In addition to the competition, there will be promotion of inspiring product innovations and creativity, 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 product enterprises on issues concerning technology, application, regulations, ingredients, R&D, processing, etc.



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

The seminar will focus on the evolution of the health food industry, with particular reference to Asia. On one hand, hundreds of new products are being introduced to the market. On the other hand, 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 will be a specialised beauty salon management event aiming to offer professional guidance and information about salon operations and business development. It will also aim to increase profits and revenue, and keep the competition at bay.

How to Enter the Chinese Cosmetics Market - Regulations and Problems Encountered 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, this seminar will provide a comprehensive overview of all rules and regulations that professionals are required to know in order to enter the Chinese cosmetics' market. Solutions to problems will be put forward.

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 will be a unique educational opportunity for spa, beauty and wellness sector professionals, helping them to understand how to be successful and stay ahead in the fast-changing world of spas.

National and group pavilions

The presence of national and group pavilions has proved to be extremely important for Cosmoprof Asia, confirming the international status of the show. At Cosmoprof Asia 2008, there will be 17 national and group pavilions. Switzerland, for the first time, will have a pavilion.

Presenting in 2008 will be:

- Australia
- France
- Germany
- Hong Kong
- Israel
- Italy
- Japan
- Korea
- Mainland China
- New Zealand
- Singapore
- Spain
- Switzerland
- Taiwan
- Thailand
- United Kingdom
- United States of America

Notable success

Last year, Cosmoprof Asia concluded with great success, hosting 1,265 exhibitors in over 47,000 m² of exhibition area (up 2,000 m² compared to 2006). A 5% increase in overseas visitors underlined the international business opportunities offered by this Asia Pacific show, which lived up to its global reputation. The show attracted top buyers from China, Korea, Taiwan, Japan, Australia, Singapore, Thailand, the United States, Malaysia, and the Philippines. Over 37,000 visitors attended.

Cosmoprof Asia is a joint venture between CMP Asia and BolognaFiere. CMP Asia is a leading organiser of trade fairs throughout Asia and a provider of high quality business information through its publications and websites. CMP Asia operates in 13 market sectors through its regional headquarters in Hong Kong with 600 staff in 13 major cities in Asia and the US. BolognaFiere is one of the major players in the European exhibition industry. The company hosts and promotes Cosmoprof, the world largest international beauty trade event held annually in Bologna, Italy. The company has a programme of over 30 events held annually at its exhibition venue in Bologna, Italy. Most of the fairs are internationally recognised as world leading events in their respective fields. BolognaFiere also organises trade shows in Asia, Russia, South America, the United States and in the Middle East.

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