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**CLOCKWISE FROM RIGHT:**  
 Opening ceremony;  
 Dermalogica stand;  
 Beauty Salon floor.



# COSMOPROF *Asia*

**C**osmoprof Asia reiterated its position as the premier beauty trade event for the Asia Pacific region in November, with Australian companies rising to the occasion and sending their largest delegation to date.

With 40 000 visitors over the event's three days, the notorious Hong Kong hustle, bustle and crowds were even inescapable within the air-conditioned cool of the Hong Kong Convention and Exhibition Center, which has been home to all 13 Cosmoprof Asia exhibitions. The mammoth building, spread over five levels and with views across the Hong Kong skyline, held the sold-out event, from 12 to 14 November, with over 1300 exhibiting companies covering the complete spectrum of beauty industry professionals from the cosmetics, wellness, spa, hair care, skincare, nail, product development and packaging industries.

In a lucky twist of fate, the Australian Pavilions, organised in conjunction with the Australian Chamber of Commerce, were located at the entrance to the variety of halls, which, without doubt, captured the largest amount of foot traffic during the fair.

The support of the Australian Pavilion organisers enables small and medium sized businesses to participate in Cosmoprof Asia to obtain an understanding of the marketplace and have direct face time with distributors to

secure distribution into the Asia Pacific region.

Taking note of the ever-growing strength of emerging markets, Cosmoprof Asia continued its commitment to the International Buyer Programme for the second year running, with the aim to unite buyers and sellers from around the world with the resources, contacts, and data to create business. For the second year, beauty and cosmetics companies showcasing their products at Cosmoprof Asia were offered the opportunity to meet with a group of selected key-buyers from strategic growth markets around the globe. For this edition, the organisers selected India, Japan and Australia as the main focus, with buyers representing all sectors of the beauty industry.

The broad range of educational seminars held by Cosmoprof Asia this year were filled to capacity with more than 500 attendees drawn by the content relevance in helping professionals and companies grow their business. Industry leaders from multiple sectors of the industry participated in round-table discussions and panels to share their experience and insights. This year's seminars included Spa and Wellness Beyond 2010 Conference; Packaging and Ingredients for Personal Care & Cosmetics Seminar; A New Brave World;

Consumer Choice, Realisation and Market Trends; Beauty Salon Management; How to Enter the Chinese Cosmetics Market; and The Science of Cellular Water - featuring Dr. Howard Murad.

The Cosmoprof organisers believe, especially in the current economic situation, that the beauty industry needs a meeting point. Indeed, rather than slow down, Cosmoprof is adding new beauty exhibitions to their portfolio with the first Shanghai Style being held in September 2009, which will be a high profile presentation of finished products to selected buyers in Shanghai and the local region.

Mumbai Style 2010 aims to address the lack of beauty shows and accessibility in the Indian sub-continent.

"When budgets get reduced in times of economic stress, it is the time for participants to examine where they go for trade shows; and Cosmoprof Asia provides an answer," said Mike Tan, Vice President, CMP Asia, organisers of Cosmoprof Asia.

Cosmoprof Asia is next scheduled to be held from 11 to 13 November 2009 at the Hong Kong Convention & Exhibition Centre which will offer an enlarged exhibition area upon the completion of its second expansion program.

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