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CosmoProf Asia

Through the Eyes of a Spa Owner and an Aussie Exporter

As a Spa Owner

Wow, what a magnificent place to visit. As a Spa Owner I found the experience one I am keen to repeat, the magnitude of the event was quite astounding. The venue, perched on the edge of the beautiful Hong Kong harbour was packed with every conceivable product, concept, and packaging option from companies throughout the world. Australia was very well represented, and I admit I found out more about some of our homegrown products than I would have ever imagined. Australia has lots of high quality, creative products to offer. Some facts and figures:

- ◆ Over 1,350 exhibitors from 40 countries and regions exhibited in an area of 48,000 sqm.
- ◆ There were seventeen nations exhibiting including Australia.
- ◆ 40,000 professional buyers from over 100 countries and regions attended.

The plethora of products ranged from the 24 carot gold facial masks to hi tech massage tables, from Aura-Soma to nail files, from bottling machines to health foods. You could spend an entire day just walking through one hall.

Hall 1 and its concourse (the Natural Health section) held Dietary Supplements, Alternative and Asian Traditional Medicine, Health Food and Beverages, Raw materials and private labels.

The retail section held Perfumery, Cosmetics and Toiletries. Halls 2 and 3 were a Mecca for Packaging, Raw Materials, Packaging Machinery, Private Label and Contract Manufacturing. Walking through here I noted many Australians checking out the thousands of varieties of packaging options. This is a must to visit if you are creating your own product range for your Spa or salon. Halls 5 and 7 housed the Professional Beauty Salon and Wellbeing Products and Equipment, allowing insight into the immense choice in equipment and products for Salons and Spas. Shirodhara treatment Spa Beds from Italy were a unique combination, show-

Brett Smith visited CosmoProf Asia in Hong Kong in November 2008, his first international trade show. Brett owns the Port Douglas Natural Therapies Centre and Spa in Port Douglas and is also the manufacturer of Stone Eagle Massage Stones and other lines for the Spa professional. We asked him to report on the show wearing both hats independently so here are his insights for you from the two different perspectives.

ing 5 Shirodhara Oil bowls suspended over a hydraulic Spa table. All the possible steam and vapour machines for the dedicated professionals were on show, plus scissors, clippers, files and what ever else you could think of.

The Hairdressing section was also very comprehensive. All in all, I would recommend a visit to CosmoProf Asia in Hong Kong as an enjoyable, eye-opening and educational experience. Next visit I will ensure I make time for the seminars held here too. The Expo was great for seeing what trends and new products are available, what is popular and what may be the next big thing.

As an Exporter /Importer

CosmoProf was a wonderful opportunity to check out the market, study any existing competition and also introduce my Australian product to Asia and the world. Australia was well represented with over 60 companies exhibiting. I was fortunate to join the Queensland Trade Mission. The Queensland Government has a strong export strategy to drive safe and high quality natural products and niche services in beauty and wellbeing industries into the world markets. The support from their staff, the Trade Commissioner and the Queensland Special Representative for China and Vietnam made the trip a very successful and exciting venture. Meetings with potential buyers from throughout Asia were arranged for many of the 17 non-ex-

hibiting Queensland businesses who took part in the mission. The professionalism and dedication of all the officials involved made the delegation a delight to be part of. Trade Queensland, Austrade, and the staff of CosmoProf worked in seamless concert, becoming sources of solid support in translation, marching and arranging buyer meetings, tours of the exhibition halls and even excursions to prestigious retail outlets.

I know many other participants found real opportunities for their products or services in Hong Kong. Some will be in the marketplace almost immediately and others will begin planning the changes needed for future ingress into the lucrative world market.

The opportunities for both import and export, from attending such a well orchestrated and supported event, is tangible. Even for small businesses, it is well worth investigating such a meeting place where the world comes together. 🌐



By Brett Smith
Brett's Port Douglas Natural Therapies Centre and Spa, was the first Day Spa in Port Douglas, he also operates the Beach Massage business on the famous Four Mile Beach. Brett is also the craftsman of Stone Eagle Handcrafted Massage Stones.