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# Gateway to the world of beauty

*The 13th edition of Cosmoprof Asia offers several special events in addition to the International Buyer Programme*



**COSMOPROF ASIA 2008**  
**DATES:** November 12-14, 2008  
**VENUE:** Hong Kong Convention and Exhibition Centre, Hong Kong  
**WEBSITE:** www.cosmoprof-asia.com

**C**osmoprof Asia, the premier beauty event in the Asia Pacific region, is getting ready for its 13th edition, to be held from November 12-14, 2008, at the Hong Kong Convention and Exhibition Centre.

With 48,000 square metres of exhibition space, Cosmoprof confirms each year its global role as one of the world's important beauty events.

The event offers a winning formula: exhibitors from almost 40 countries and regions displaying the latest in beauty, plus 17 national and group pavilions showcasing the distinctive products of their countries, about 40,000 qualified

visitors from 100 countries and a wide range of international buyers. In brief, this is 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 focused on attracting buyers from India, Japan and Australia. Shinji Nagashima, Managing Director, The Cosmetic Importers Association of Japan (CIAJ), says, "CIAJ expresses its gratitude for the chance to participate in the first International Buyer Programme and to make a presentation about the Japanese market."

He adds, "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."

In order to provide buyers and visitors with an effective sourcing platform to locate their resources easily, the exhibition has been divided into five themed sectors. They are:

**Cosmoprof Asia Retail Distribution (Perfumery, Cosmetics and Toiletries) – Hall 1:** A glittering showcase of perfumery, cosmetics, toiletries, accessories for hygiene and gift items, equipment and accessories for perfume shops that are marketed through retail distribution in specialty stores, chain stores, department stores, gift stores and drug stores.

**Cosmoprof Asia Natural Health: The Asian Laboratory to Healthy Living – Hall 2:** A peek into the latest in natural health in terms of trends, products, techniques and services related to healthy living.

**Cosmoprof Asia Pack (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 offer an overview of providers of raw and semi-processed materials, contract and private label manufacturers, packaging and machinery suppliers and package designers.

**Cosmoprof Asia Beauty Salon (Beauty Salon Products and Equipment for Professional Use) – Halls 5 and 7:** A large display of the most recent innovation in beauty salons including professional beauty, spa and medical spa equipment and products.

**Cosmoprof Asia Hair Salon (Hair Salon Products and Equipment for Professional Use) – Hall 5 and Convention Foyer:** Professional haircare and styling products, equipment and salon furnishings. **TR**

## SPECIAL EVENTS

**OMC Asia Zone Cup Open 2008 (9:30am-6:30pm, November 12-13, Convention Hall):** Organised by the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners' Associations, the OMC Asia Zone Cup Open 2008 will feature inspiring product innovations and creativity.  
**Personal Care and Cosmetics Ingredients (2pm-4pm, November 12, Rooms 204-205):** The seminar aims to educate and guide companies dealing with personal care/cosmetic products about the relevant technology and application issues.  
**A New Brave World: Consumer Choice, Realisation and Market**

**Trends (2:30pm-4pm, November 12, Rooms 202-203):** The seminar will focus on the evolution of the healthfood industry, with particular reference to Asia. On the one hand, hundreds of new products are being introduced to the market. The seminar aims to answer the question: How can we define product quality?  
**Beauty Salon Management (4pm-6pm, November 12, Rooms 204-205):** The seminar is a specialised beauty salon management event that aims to offer professional guidance and information about salon operations and business development.  
**How to Enter the Chinese Cosmetics Market – Regulations and**

**Problems (9:30am-11:30am, November 13, Rooms 204-205):** Organised by Cosmoprof Asia and presented by the Quality and Technology Certification and Consultation Service Centre (QTCCC), the seminar provides a comprehensive overview of rules and regulation in the Chinese cosmetics market.  
**Spa and Wellness Beyond 2010 (10am-6pm, November 13, Room 608):** Co-organised by Cosmoprof Asia and the Spa and Wellness Association of Singapore (SWAS), the seminar represents a unique educational opportunity for professionals of spa, beauty and wellness industries.