



# COSMOPROF ASIA 2009

1,412 exhibitors from all over the world look at the Asia Pacific markets to revamp their business. The 14<sup>th</sup> edition of the show opens today with positive numbers and mood.

Hong Kong, 11-13 November, 2009

With a total number of 1,412 exhibitors from 39 countries & regions (up 4.05% on 2008 numbers) on an exhibition area of 52,000 sqm (up 3.4% from 50,300 sqm in 2008), the 14<sup>th</sup> edition of Cosmoprof Asia (Hong Kong, 11<sup>th</sup> - 13<sup>th</sup> November 2009) stays true to its leadership in the beauty trade show arena in the Asia Pacific region.

These promising numbers prove once again the importance of this event for the trade, especially in these times of uncertain market conditions, and the resilience and strength of the Asian beauty and wellness market. Government agencies reaffirmed their recognition and support to the event by providing subsidies for small and medium-sized companies taking part in the fair. Meanwhile, individual participants have concentrated their trade show budget in Cosmoprof Asia, which they regard as the definitive venue with a proven successful track record for bringing new business.

18 national and group pavilions will display the best of their original product offer: Australia, Mainland China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Singapore, South Africa, Spain, Switzerland, Taiwan, Thailand, UK, USA and the inaugural Polish group participation.

Visitor numbers are also expected to top 2008 figures. The pre-registration figure has reached more than 16,700 (up by 2% over 2008), of which 58% are overseas buyers. This, and the fact that the seminars and conferences are fully booked in advance, are clear indications of the global interest in the event.

Taking note of the ever-growing strength of emerging markets, Cosmoprof Asia continues its commitment to the International Buyer Programme which was launched in 2007. A Cosmoprof exclusive, the **International Buyer Programme** unites buyers and sellers from around the world with the resources, contacts, and data to create business. For the third year, beauty and cosmetics companies showcasing their products at Cosmoprof Asia will be 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, China and Russia as the main focus. More than 100 business meetings have been pre-arranged by the organisers between exhibitors and the hosted buyers.

Besides the exhibition, a full programme of networking and education events will be offered. Key events in-line with the exhibition include the **Cosmoprof Asia Spa Conference**, which is developed together with AsiaSpa Magazine, the region's leading spa, wellbeing and travel lifestyle publication. A high-calibre panel of industry insiders will discuss various issues faced by the industry and ways to move towards greater success in the future.



The first BaByliss PRO Asian hair competition, **BaByliss PRO on Stage**, will also be held in Hong Kong this year. Cosmoprof Asia is proud to be selected to host this event. At this final stop of the BaByliss PRO Asian tour, winners from local country competitions like Mainland China, Hong Kong, Indonesia, Malaysia, the Philippines, Taiwan and Thailand will vie for the top place in styling creativity and talent. Jim Roberts, Show and Education Director from RUSK, has been invited to judge the competition and present the latest styling techniques.

### **OPI Spring/Summer 2010 Collection Launch**

OPI Products Inc, world leader in professional nail care products, will present a worldwide preview of the new colours and trends that women will wear in 2010. The North-Hollywood based company will also hold the official worldwide press launch for the highly anticipated 2010 nail lacquer collection for the first time outside of its home country, at Cosmoprof Asia.

**“Is There Still Room for Innovation?”** presented by DuPont Cosmetic Solutions and Alcan Packaging Beauty will look at the unique and innovative options for cosmetic packaging. The two packaging giants will share their know-how and vision on how to think ‘out of the box’ in developing new and differentiated packaging solutions that attract customer’s attention in-store and strengthen brand power.

**“The 4<sup>th</sup> Development of the Cosmetic Market in China Conference: Entering the Cosmetics Retail Sector in China”**, organised in co-operation with Cosmetic Observer Magazine, will provide an in-depth analysis of the current situation and trends in the Chinese cosmetic market with a special focus on the three major retail distribution channels: department stores, supermarkets and franchise stores. The seminar will lead to better understanding of the partnership model and operations characteristics of each channel, and foster communications and co-operation between the Chinese beauty industry and foreign brands.

**“The Current Situation and Prospects of Japanese Beauty Market - Natural and Organic Cosmetics, and Japanese Spa”** will touch on the changes of the natural and organic cosmetic market in Japan over the last decade and its future development, followed by a discussion on the specialities of the Japanese spa business.

**Cosmoprof Asia** is next scheduled to be held from 10 to 12 November 2010 at the Hong Kong Convention & Exhibition Centre.

For further information, please contact:

ASIA:

Ms Amy Ng, Senior Marketing Communications Executive, UBM Asia Ltd  
Tel. +852 2827 6211 Fax +852 3749 7345  
website: [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com) e-mail: [amy.ng@ubm.com](mailto:amy.ng@ubm.com)

WORLDWIDE:

Ms Cristina Rossi, TRAGARA Media Relation  
Tel. +39 02 760 026 73 Fax +39 02 763 131 88  
e-mail: [cristina.rossi@tragara.it](mailto:cristina.rossi@tragara.it)

Ms Annalisa Beretta, SoGeCos S.p.a, company of BolognaFiere  
Tel. +39 02 796 420 Fax +39 02 795 036  
website: [www.cosmoprof.com](http://www.cosmoprof.com) e-mail: [annalisa.beretta@cosmoprof.it](mailto:annalisa.beretta@cosmoprof.it)