

# COSMOPROF ASIA 2009

“More than 41,000 visitors from all over the world gathered at the expanded 14<sup>th</sup> edition of Cosmoprof Asia”

**News Release**  
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Cosmoprof Asia 2009 closed its doors with renewed enthusiasm for the Asian beauty industry thanks to the incredible success experienced by exhibitors and visitors.

1,412 exhibiting companies (up 4.05% on 2008 numbers) took up a total exhibition area of 52,000 sqm. As in years past, Cosmoprof Asia attracted many new exhibitors and innovative brands in addition to established industry leaders such as Alcan, Axilone, Baralan, DuPont, Fiabila, HCP, Yonwoo, Academie, Germaine De Capuccini, Klapp, LPG, Vagheggi, BaByliss, Lakme, Takara Belmont, Wahl, Aska, Giffarine, Ones, OPI and many more.

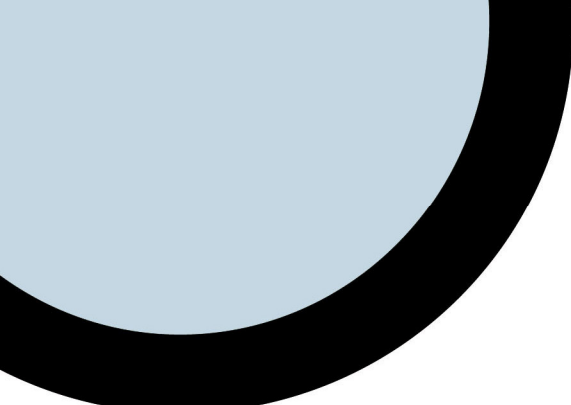
The exhibition drew more than 41,000 quality attendees (4% increase over 2008) over the three show days, and recorded a 8% increase in overseas visitors, with growth coming especially from Europe (France, Germany, Italy, Russian Federation, Spain, UK), the Middle East, North America and the Asia Pacific region, further demonstrating the international profile of the event.

The excellent exhibitor and visitor response proved once again the importance of Cosmoprof Asia for the beauty business, particularly in these times of uncertain market conditions, as well as the resilience of the Asian beauty and wellness market, reaffirming the event's importance as a platform to clinch new business deals and secure strategic partnerships.

The greatest endorsement came from government agencies, which acknowledged Cosmoprof Asia as the definitive event with a proven successful track record for new business by their continual support to small and medium-sized companies to participate in the fair.

Through intense collaborations with countries seeking to expand their foreign trade in beauty, Cosmoprof Asia dedicated special sections on the show floor to **18 national and group pavilions**: 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.

Taking note of the ever-growing strength of emerging markets, Cosmoprof Asia continued 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



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, China and Russia as the main focus. More than 100 pre-arranged business meeting took place between exhibitors and the hosted buyers.

#### **The first BaByliss PRO Asian Hair Competition**

BaByliss PRO on Stage was held in Hong Kong this year on occasion of Cosmoprof Asia, which was selected to host this prestigious event. At this final stop of the BaByliss Pro Asian tour, winners from local country competitions like Mainland China, Indonesia, Malaysia and Thailand vied for the top place in styling creativity and talent. Jim Roberts, Show and Education Director from RUSK, judged the competition and presented the latest styling techniques.

#### **OPI Spring/Summer collection 2010 launch**

OPI Products Inc., world leader in professional nail care products, also chose to use the occasion of Cosmoprof Asia 2009, for the first time outside of the company's home country, to stage the official worldwide press launch for the highly anticipated Spring/Summer 2010 Nail Lacquer Collection.

Besides the exhibition, Cosmoprof Asia offered a full programme of networking and education events. High level educational seminars were filled to capacity with 475 attendees, drawn by the topical content specially designed to help professional and companies grow their business. Industry leaders from multiple sectors participated in round-table discussions and panels to share their experience and views.

Highlighted educational seminars included:

**Cosmoprof Asia Spa Conference** developed with AsiaSpa Magazine, the region's leading spa, wellbeing and travel lifestyle publication. A high-calibre panel of industry insiders discussed various issues confronted by the industry and ways to move towards greater success.

**"Is There Still Room For Innovation?"** – Seminar presented by DuPont Cosmetic Solutions and Alcan Packaging Beauty. The two giants of the packaging industry looked at the unique and innovative options for cosmetic packaging, sharing their know-how and vision on how to think 'out of the box' in developing new and differentiated packaging solutions to 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, provided 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 Current Situation and Prospects of Japanese Beauty Market – Natural and Organic Cosmetics, and Japanese Spa"** focused on the changes of the natural and organic cosmetic market in Japan over the last decade and its' future development. The conference was followed by a discussion on the speciality 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.

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