



15TH ANNIVERSARY

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

1996-2010: COSMOPROF ASIA CELEBRATES 15 YEARS OF SUCCESS

10 - 12 NOVEMBER 2010, HONG KONG

Established in 1996 in Hong Kong, Cosmoprof Asia, the first Cosmoprof event outside of Europe, has achieved notable success in its 15 years.

A skillful combination of beauty, business, education and trends has made this the leading networking platform for the beauty trade in Asia. Over 16,000 exhibitors and more than half a million visitors have streamed through its doors, underlining the definitive influence and importance of Cosmoprof Asia to the beauty industry.

Cosmoprof Asia, the premier beauty event in Asia Pacific

In this anniversary year, all product sectors in the fair have expanded over the 2009 edition with an increased presence of brands from **Australia, France, Germany, Italy, Japan, Korea** and the **USA**. 1,633 exhibitors (up 16% from 2009) from 34 countries have taken up 57,400 sqm (up 10% on 2009) in exhibition space. The number of pre-registered visitors already reached an unprecedented level, up 49% on 2009 (out of which 58% from overseas), three weeks before the show opened.

Group Dynamics

18 country and group pavilions are taking part in Cosmoprof Asia 2010: Australia, Belgium, mainland China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Poland, Singapore, Spain, Switzerland, the Taiwan region, Thailand, UK and USA.

For the first time, the Japan External Trade Organization (JETRO) has coordinated a "Japan Beauty Showcase" of premium beauty products, gathering 15 companies who are seeking business partners in the growing Asian markets.

Under the motto "Meeting Italian Beauty" the Italian group participation will showcase a record number of Italian beauty products (Italian exhibitors are up 20% on 2009).

A new approach to the French business will be dedicated in the "French Buzz area" to let small and medium companies export quality, technology and creativity as part of the French beauty culture.

Also, in Cosmoprof Asia 2010 edition, the Spanish cosmetic industry will be very well represented with the consistent group of companies and brands renowned for their quality and commitment.



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The German Pavilion this year will present The Window of Beauty, a place where the high quality cosmetics, fragrances and toiletries made in Germany, highly appreciated by the customers of more than 200 countries, and increasingly by Asian consumers, will be displayed and presented to the visitors.

Women Enterprise Supporting Center (WESC) Korea, a government-funded organization promoting and supporting women's enterprises, makes its debut at Cosmoprof Asia with a delegation of 10 companies.

International Buyers Programme:

The Cosmoprof Asia International Buyer Programme recruits qualified buyers, importers and potential business partners from strategic growth markets selected according to a business profile defined by exhibitors, ensuring them the right contacts to expand business opportunities.

For the 4th consecutive year, Cosmoprof Asia has invited buyers from the focused markets of mainland China, Japan, Russia, Turkey and Vietnam: more than 100 one-to-one pre-scheduled business meetings will take place at the International Buyers Lounge.

Highlights

Product quality and safety, and the impact of consumption on the environment have come to the forefront of consumer consideration worldwide. From this year's exhibits, it is clear that the latest product innovations and technologies have placed special emphasis on sustainability, eco-friendly approaches and a "green attitude".

Focus on Spa:

A new initiative launched in this 15th edition of Cosmoprof Asia is "Spa Soul", a multi-faceted project devoted to high-end spa brands featuring exhibitor lounges, live presentations, networking opportunities and the Cosmoprof Asia Spa Conference. A custom-built area in the Concourse of Hall 3E is exclusively devoted to the four participating companies: **Pevonia, PhytoCeuticals, Image Skincare and Aroma Vera.**

These companies will present their most innovative concepts and techniques such as innovative antioxidant formulation developments, and the fusion of TCM and Aromatherapy in spa operations, in live demonstrations on the Spa Soul stage.

A key event of the Spa Soul project is the **Spa Conference** to be presented by Asia's top Spa gurus on 11 November. Hotel management and destination Spa directors, day Spa operators and owners, Spa trainers, manufacturers and marketers will meet to discuss issues highly pertinent to the industry under the current economy climate. Once again, AsiaSpa magazine, one of Asia's leading luxury Spa, wellness and lifestyle publications, is our media partner for the conference.

In full confidence of Cosmoprof Asia and its influence in the Spa world, the Spa Conference is supported by major Asian associations: Asia-Pacific Spa & Wellness Coalition (APSWC), Spa & Wellness Association Singapore (SWAS) and the Thai Spa Association.





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Focus on Packaging:

Cosmoprof Asia is the most important event in the Asia Pacific for packaging solutions, contract manufacturing and suppliers devoted to the beauty and wellness industries. This year, Cosmoprof Asia presents an educational track for professionals involved in supply chain management and brand marketing. The seminar **“International Industrial Process and Local Sourcing: Where do Packaging Suppliers Meet Brands Requirements in Asia Nowadays?”** addresses topics such as the impact of local market peculiarities on supplier strategy towards industrial and business development, regulations, costs, distribution, the role of suppliers in the Asian market, and analyses the impact of local consumer expectations on supplier innovation.

Focus on Hair:

An educational and highly-inspirational experience will welcome all hair professionals and stylists convening at Cosmoprof Asia 2010. A first event, sponsored by Linda Beauty Group, will see well-respected hairdressers from Hong Kong and Asia hitting the stage with signature cutting and styling techniques. A second event, in cooperation with TONI&GUY Hairdressing, will feature their new 2011 hairstyle collection and present ten beautifully step-by-step cutting and color technique demonstrations with the participation of the TONI&GUY International Artistic Team headed by Patrick Chu, National Art Director/ Group Director, TONI&GUY Hairdressing.

Focus on Nail:

The nail industry is growing quickly in Japan and retains its leading position in the world. The market was worth more than 200 billion yen in 2009, a sharp increase compared to 2007 (160.7 billion yen). The **“Japanese nail market captures the world's attention, Seminar & Nail Demonstration”**, organised with the NPO Japan Nailist Association and Creabeaux magazine, offers the opportunity for professionals interested in the Japanese professional nail and beauty salon business to learn about the market and experience live demonstrations of the latest nail techniques.

Focus on China:

China has caught the interest of many companies including the luxury brands. However, securing a foothold in this attractive market is not for the half-hearted, requiring dedication, cultural understanding, product customisation and knowhow in navigating government red tape and regulations. Two seminar sessions will be held to provide visitors and exhibitors a better understanding of this lucrative market. **“The 7th Development of the Cosmetic Market in China Conference: Foreign Brands in China”** discusses the challenges and opportunities of foreign brands in China, while the **“How to Enter the China Cosmetic Market under the 2010 New Cosmetic Regulation”** seminar explains the new regulations introduced this year.

The 16th edition of Cosmoprof Asia is scheduled to be held from 9 to 11 November 2011 at the Hong Kong Convention & Exhibition Centre.

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Notes to Editors:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint venture company between UBM Asia Ltd and BolognaFiere Group.

About UBM Asia Ltd (www.ubmasia.com)

Owned by United Business Media Limited (UBM) listed on the London Stock Exchange, UBM Asia operates in 13 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China Ltd in Shanghai, Beijing and Guangzhou. We have over 130 media products in three categories: trade fairs, print and B2B portals. As Asia's leading exhibition organiser and the biggest commercial organiser in the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 110 events attract an annual attendance of 30,000 quality exhibitors and 1,270,000 visitors from all over the world to meet their target business partners face-to-face for business matching and networking. We have over 650 staff in 15 major cities in Asia.

About BolognaFiere Group (www.bolognafiere.it)

BolognaFiere Group, a world's leading trade show organizer in the cosmetics, fashion, architecture and building, art and culture sectors, features in its portfolio more than 80 exhibitions, among domestic and international events. SoGeCos S.p.A., as organizer of Cosmoprof Worldwide Bologna (established 1967), the most important beauty meeting point in the world that will take place in Bologna next March 18-21 2011, has the privilege to work with the beauty industry in the 5 continents and to monitor new emerging markets where there is a demand for cosmetics products. The International platform offered by Cosmoprof, with its events in Hong Kong (established 1996), Las Vegas (established 2002), Guangzhou (established 1994) and Istanbul (established 2004) is a real warranty of result in the beauty industry all over the world.

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