



**15<sup>TH</sup> ANNIVERSARY**

Press Release  
For Immediate Release  
18 November 2010

## **An Incredible Cosmoprof Asia in Hong Kong!** **The 2010 edition closes with record figures**

Cosmoprof Asia, the international event second only in the world to Cosmoprof Worldwide Bologna and the largest and most definitive show in the Beauty sector in the Asia Pacific region, held at the Hong Kong Convention and Exhibition Centre from 10 to 12 November, has once again confirmed both the importance and competence of the “*Cosmoprof System in the World*”.

The event, celebrating its 15<sup>th</sup> year, posted impressive statistics: 57,400 sqm of exhibition area (+10% compared to the 2009 edition) that hosted 1,633 exhibitors (16% up on 2009); a 49% increase in visitor online pre-registration numbers, which corresponded with the 10% increase in actual attendance of more than 45,100 visitors over the three show days; setting a new record in international attendance with over 26,100 visitors (11% up on 2009) mostly coming from Australia, China, France, Germany, Italy, Japan, Korea, Turkey, Brazil and the USA, 18,900 attendees from Hong Kong (8% up on the previous year); and more than 200 media members and journalists.

The exhibitors, coming from 34 countries and regions, reported excellent results and high satisfaction, their expectation of meeting new prospective customers widely met thanks to the participation of buyers of a very high standing from across the world.

The excellent performance confirms Cosmoprof Asia as the reference event for the cosmetic world in the second part of the year.

“The response to this year’s show has really been tremendous, Cosmoprof Asia has again confirmed its place as the definitive show in the region for the international cosmetic and beauty business. It’s the reference point for new trends so that visitors come away with exciting new ideas and new business contacts.” says Michael Duck, Director of Cosmoprof Asia Ltd.

### **INTERNATIONAL COUNTRY PAVILIONS**

18 country and group pavilions participated in Cosmoprof Asia 2010: Australia, Belgium, Mainland China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Poland, Singapore, Spain, Swiss, Taiwan, Thailand, the UK and the USA.

For the first time ever, JETRO (Japan External Trade Organisation) organised a collective exhibition of 15 brands seeking trade partners and new opportunities.



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Noteworthy also was the Italian contingent, which was 20% larger than the last edition. The French, German, Spanish and American pavilions were likewise larger than in 2009 and presented the excellence and latest news from their own respective markets.

#### **INTERNATIONAL BUYER PROGRAMME**

For the fourth year, the International Buyer Programme, a Cosmoprof exclusive, confirmed its strategic importance bringing international buyers and manufacturers together to promote business opportunities.

For this edition, 112 pre-scheduled appointments have taken place in the International Buyer Lounge.

#### **SPA SOUL**

It was a great success for this new initiative launched at Cosmoprof Asia this year. Pevonia, PhytoCeuticals, Image Skincare and Aroma Vera presented their concept and products in a highly contemporary way in especially dedicated lounges in **Spa Soul**, a special project dedicated to spa brands of an extraordinarily high level, to an excellent feedback.

The **Spa Conference** held on 11 November was one of the key events in Spa Soul. Ten international speakers interacted with more than 100 qualified spa operators, investors and hotel chain representatives from China, India, Indonesia and Thailand. Topical issues such as the development of specific treatment products and the reasons why Asia is leading global development in medical day spas were examined during the day.

#### **THE WORLD OF PACKAGING**

This important sector in Cosmoprof Asia highlighted the qualities, technology and innovation of the industry's leading companies that are leading innovations in packaging for the cosmetics and beauty sectors.

#### **HAIR SHOWS**

Cosmoprof Asia 2010 presented two sell-out hair shows on 11 November, with more than 1,000 hairstylists and hair salon operators attending the events.

The first session showcased the style and talents of the most important Asian hairstylists: Boris Wong, Calvin Chan, Marek Wan, Patrick Chu, and Tomo Numayama.

In the second show, the 2011 collection of TONI&GUY was presented in Project 10, a spectacular show with more than 40 models under the direction of Patrick Chu, National Art Director for TONI&GUY Hong Kong.

#### **THE WORLD OF NAILS**

In response to the explosive growth of the nail market in Asia, Cosmoprof Asia together with the Japan Nailist Association made the Japanese nail market the subject of a seminar which was followed by a master class demonstration by top nail artist Hisako Yamasaki.





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## **THE CHINA MARKET**

China has attracted the interest of many companies including the luxury brands. However, a sound understanding of the cultural dynamics, product customisation and know-how is required to be successful in this interesting and vibrant market. Cosmoprof Asia organised a two-session seminar, which provided more than 200 visitors and exhibitors with insights into the development of the beauty brands as well as a very thorough review of the latest regulations introduced earlier this year.

"In such a difficult and demanding year for the entire exhibition industry, with many shows experiencing a severe drop in attendance, Cosmoprof Asia's more than resilient performance confirms it to be the sector's reference point," declares Aureliana De Sanctis, Director of Cosmoprof Asia Ltd "This is a noteworthy piece of information that supports the concept that the professionalism of an organiser committed to excellence in creating international business platforms for the beauty sector, is most able to build value for the exhibitors by delivering the final visitor."

These are "nomadic visitors", as Aureliana De Sanctis defines them, who, confident in the international quality associated with the series of Cosmoprof events, moves with Cosmoprof to explore new geographies, well aware that each event will retain the credibility given to the Cosmoprof brand.

The 16<sup>th</sup> edition of Cosmoprof Asia will 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](http://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](http://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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