

15TH ANNIVERSARY

COSMOPROF ASIA 2010

Asia to Lead Global Economic Recovery

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Many global financial experts maintain that Asia will lead global economic recovery, with China pulling the strongest. It is forecast that China's economy will expand 8.2 per cent this year, up from the 7 per cent projected six months ago. China's strong consumption is helping to drive demand for imports from its Asian trading partners. China's economic strength is good news for neighbouring countries, and IMF is projecting a return to positive economic growth for all the major Asian economies in 2010.

Quality of the show and numbers exceeded expectations

With its ability to attract a record 1,412 exhibitors (up 4% from 2008) and 41,062 visitors (4% increase) in a recessionary year, Cosmoprof Asia's importance to the global beauty industry has been magnified.

To confirm the general positive mood registered on site, Cosmoprof Asia conducted surveys among the exhibitors and visitors.

On the exhibitors side more than 76% of the respondents stated their satisfaction with the business opportunities provided by the show and more than 70% expressed overall satisfaction for the visitors traffic and quality. Based on the above, the intention to return to Cosmoprof Asia in 2010 is decidedly high, involving three-quarters of the respondents.

On the visitors side more than 75% of respondents stated that their main purpose for visiting is to discover the latest innovations and technologies and to find new suppliers. The opportunity offered by the show to be updated on industry knowledge is also considered an important aspect when deciding to attend Cosmoprof Asia.

Both exhibitor and visitors rate Cosmoprof Asia as the most important beauty business hub for Asia and acknowledge the Cosmoprof international network of shows as their main trade show destinations around the world.

Cosmetica Cosbar S.L. from Spain:

"It's very interesting for companies like us coming from far away countries like Spain to open up the Asian market where we haven't yet created our distribution network. Our participation has been very productive since we could meet with distributors from over Asia as well as Hong Kong."



Pranarom International from Belgium:

“It is our first time to exhibit in Cosmoprof Asia. We are very happy with the show because the visitors are of very high quality and professional. The market scope is very broad: we met with importers from India, China, Japan, Korea, not just local.”

Spokesperson from **Clovermed**, Russia (invited guest of the International Buyers Programme):

“It’s my first time here. It is interesting for a visitor from a European country to see what Asian manufacturers have to offer. My company distributes professional products for beauty salon, spa salon, aestheticians and dermatologists. I was able to find new products and new manufacturers at this trade show. I met Asian companies but I also reconnected with European manufacturers here”.

Country and regions pavilions confirmed participation to Cosmoprof Asia 2010

Many pavilion organisers have already confirmed their participation in Cosmoprof Asia 2010. These include Australia, Mainland China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Singapore, South Africa, Spain, Switzerland, Taiwan, Thailand, UK and USA. This line-up of country pavilions testifies to the importance of the show and the strength of the Asian market within the beauty and wellness industry.

The 4th International Buyers Programme already in full swing

Launched in 2007, the Programme was designed to bring prestigious buyer delegations from major Asia Pacific countries and beyond looking for new products and global trends and match them with suitable exhibitors. The Programme will once again run in 2010. We are already receiving many enrolment requests from both exhibitors and buyers eager to be part of this tailor-made service offered by the organisers.

Cosmoprof Asia’s 15th Anniversary (First edition in 1996)

Cosmoprof Asia will celebrate its 15th anniversary in 2010, and many new initiatives for each of the various sectors represented on the show floor. The rich onsite event programme will give exhibitors many new opportunities to enhance their image and build brand awareness.

For further information, please contact:

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