



Cosmoprof Asia

Celebrates 15 years of success

By Lauren Carter

not unlike Hong Kong's bustling city streets, Cosmoprof Asia delivers an intense experience bordering on sensory overload.

From November 10th – 12th 2010, Cosmoprof Asia celebrated its 15th anniversary with a fitting degree of extravagance.

The beautiful and effervescent Miss Germany, Anne Julia Hargen, assisted Cosmoprof Asia director and senior vice president Michael Duck with the official ribbon cutting during an elaborate opening ceremony, whilst lithe young acrobats leapt across steel stilts during the traditional Chinese lion dance to an applauding crowd.

Cosmoprof Asia, the premier beauty business event in the Asia Pacific region, offers exhibitors and visitors unrivalled networking opportunities and the chance

to meet buyers and potential distributors from around the world.

Established in 1996 in Hong Kong as the first Cosmoprof event outside of Europe, Cosmoprof Asia has continued to achieve rapid expansion in the 15 years following its inauguration.

The 2010 exhibition showcased a vast array of sectors including professional beauty salon and spa, retail, cosmetics and fragrance, hair, equipment and many more.

In line with the exhibition's 15th anniversary, all sectors in the fair expanded significantly, with an increased presence of brands from Australia, France, Germany, Italy, Japan, Korea and the USA.

The exhibitor numbers grew 16 per cent from the previous year, reaching 1633 exhibitors from 34 participating countries. The number of visitors reached an unprecedented level of 45,100 – an

impressive increase of 10 per cent from the previous year.

A total of 18 country and group pavilions comprised of Australia, Belgium, China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Poland, Singapore, Spain, Switzerland, the Taiwan region, Thailand, the UK and the USA participated in Cosmoprof Asia 2010.

For the fourth consecutive year, the Cosmoprof Asia International Buyers Program orchestrated more than 100 one-on-one business meetings with buyers from the focused markets of China, Japan, Russia, Turkey and Vietnam.

According to David McConnell, CEO of Gorgeous Cosmetics, the key reason for attending Cosmoprof Asia is to make contact with potential buyers.

"Cosmoprof Asia delivers quality buyers and right now Asia is the place to be in terms of strong economic positioning," he said. "We find Cosmoprof delivers hot leads not only in Hong Kong, but also in mainland China, Bangkok and many other Asian regions."

Amanda Parker, international sales representative for Synergie Minerals, echoed a similar



sentiment while also capitalising on the popularity of Australian brands amongst Asian buyers.

"This is our first year at Cosmoprof Asia and we chose to attend as a result of the strong market at home and the stable economy in Asia. We find many Asian salons are looking to stock Australian brands and Cosmoprof delivers no shortage of interested parties. In addition the support we have received from AUSTRADE has been fantastic – they really want you to succeed," stated Ms. Parker.

While wandering through the 57,400 square metre exhibition, burgeoning industry direction and trends diverge somewhat



Japan which retained its leading position in the world. During the “Japanese nail market captures the world’s attention” seminar, attendees learnt how the Japanese market was worth more than 200 billion yen in 2009 alone. In addition the seminar offered the opportunity for professionals interested in the Japanese nail salon business to learn about the market and experience a live demonstration of the latest nail techniques by top Japanese nail artist, Ms Hisako Yamasaki, who demonstrated nail gel and painting art.

Cosmoprof Asia 2010’s record number of visitors, exhibitors and educational seminars has cemented the exhibitions role as the key beauty event in the Asia Pacific region, and an increasing amount of Australian companies have attended in order to access the lucrative Asian market.

Patrick Dwyer, director of DMK Australia, sees Cosmoprof Asia as an essential event for beauty companies truly interested in expanding into the Asian region.

“We chose to attend Cosmoprof Asia in order to secure distributors particularly from Malaysia and Thailand,” he said. “We have found that Hong Kong is an ideal location which always delivers an enormous supply of potential distributors from the entire Asian region, and we will continue to attend Cosmoprof Asia as it is vital for our international business.”

When asked about the conference’s potential to increase beyond that of key European exhibitions, Cosmoprof Asia director and senior vice president Michael Duck smiled wryly and stated that while space is a precious and very limited commodity in Hong Kong, he could envisage the exhibition growing exponentially in many other non-spatial ways.

“In relation to the economic climate of the region when compared to Europe and America, and in terms of the potential amount of transactions and growth, the sky really is the limit for Cosmoprof Asia.” **PB**
For more information on Cosmoprof, visit www.cosmoprof-asia.com.



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 an analysis of the impact of local consumer expectations on supplier innovation.

A new initiative launched during the 15th edition of Cosmoprof Asia was “Spa Soul,” a multifaceted project devoted to high-end spa brands featuring exhibition lounges, live presentations, networking opportunities and the Cosmoprof Asia Spa Conference.

“Spa Soul” sponsors Pevonia, PhytoCeuticals, Image Skincare and Aroma Vera presented their most innovative concepts and techniques such as antioxidant formulation developments, and the fusion of TCM and aromatherapy in spa operations during live demonstrations on the Spa Soul stage.

The spa conference focused on the relationship between the professional beauty salon and spa worlds, and explored how to incorporate a skincare range into spa operation in order to create retail opportunities. Other topics explored included trends and challenges facing the spa business with special focus on human resources, training and financing, while “green” initiatives, the rise of the medi-spa in the Asia Pacific

region and salon sustainability were also discussed with fervour.

Hair was also a central focus of Cosmoprof Asia 2010. Performing live on the catwalk, five of Asia’s top hair stylists delivered an educational and awe-inspiring demonstration for hair professionals, media and a host of young talent convened at Cosmoprof Asia 2010.

Hair models strutted down the runway to thumping beats as the highly skilled and charismatic Patrick Chu, national art director for Toni & Guy, spritzed, curled and created an elaborate up-do live on stage.

Other performing stylists at the “Asia Hair Gurus” show included Boris Wong of Boris-HC Taiwan, Calvin Chan of QG Private i Salon, Marek Wan of kr+ and Tomo Numayama of Luxe by Private i Salon, all of whom presented artistic and directional styles, many of which were influenced by modern architectural design.

A second live hair show orchestrated by Toni & Guy showcased the brand’s 2011 hairstyle collection and featured ten step-by-step cutting and colour technique demonstrations from the Toni & Guy international artistic team headed once again by Patrick Chu.

Cosmoprof Asia 2010 also demonstrated the rapid growth of the nail industry, particularly in

paradoxically; on the one hand advanced machinery and the latest laser technology and equipment received enormous representation, while on the other hand an ever-increasing holistic sector signified consumer and industry demand for all things green and natural, including eco-friendly packaging.

Indeed Cosmoprof Asia 2010 had a discernable focus on packaging, with a high level of exhibitors showcasing packaging and manufacturing solutions. The seminar titled: “International Industrial Process and Local Sourcing: Where do Packaging Suppliers Meet Brands Requirements in Asia Nowadays?” addressed topics such