



Press Release
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COSMOPROF ASIA

2011 edition closes with positive figures and growth

Cosmoprof Asia, the definitive beauty trade event in Asia Pacific, held at the Hong Kong Convention and Exhibition Centre from 9-11 November 2011, once again reaffirmed its importance and influence in the industry with positive growth in all aspects.

This 16th edition of the exhibition was especially successful being the largest ever with 68,000 sqm of exhibition space (up 18% on the 2010 edition), hosting 1,780 exhibitors (up 9% on 2010) from 42 countries and regions, of which 477 were first-time exhibitors (27% of the total) making their debut at the event. The total number of visits for the three days was over 48,500 (up 8% on 2010) with a record in international attendance: almost 30,000 visits (up 14% on 2010) with the increase coming mostly from Australia, Brazil, Mainland China, France, Germany, Italy, Japan, Korea, Middle East, Russia, Turkey and USA.

“It’s very encouraging to see the general growth of visitor attendance particularly from the international side in a time of uncertain economy. It gives strong evidence that Cosmoprof Asia is the definitive event for industry professionals,” said Michael Duck, Executive Vice President of UBM Asia Ltd, manager of the show.

Cosmoprof Asia remains the cornerstone event for the cosmetics world in the second half of the year and this is confirmed also by the significant number of media represented: more than 160 local and international journalists attended the 3-day event.

SPA SOUL

Cosmoprof Asia hosted the second edition of Spa Soul, the special project focused on the highest standard spa brands that presented their concepts, treatments and product innovations in specially-designed lounge settings.

Many of the more than 450 international brands exhibiting in the Beauty Salon and Wellness sectors also gave thumbs-up to this Spa Soul initiative which creates new business opportunities for all.

The Spa Conference held on 10 November put 12 international speakers face-to-face with 80 qualified operators in the spa and wellness sectors to discuss hot issues in the industry.

The audience included business investors and hotel chains from Mainland China, India, Indonesia, and Thailand which see Cosmoprof Asia as the reference point for the creation of synergies and development of their network.



THE WORLD OF PACKAGING

At the “Global Services and New Technology in Beauty Cosmetics” seminar on 9 November, Asian and international packaging companies using case studies presented the new challenges of the makeup industry, new technology for sustainable packaging and design freedom through process innovation.

Another spotlight event devoted to Packaging segment was the BOD “Business or Dinner”, an exclusive networking event to connect the best packaging suppliers with end-product companies. About 80 world-leading packaging suppliers such as Albea, Rexam, SGD and Weckerle met prestigious brands like Bulgari, Chanel, Christian Dior, Coty, La Prairie, and L’Oreal at a private dinner gathering to discuss business.

TARGET CHINA

China continues to attract widespread interest including that of many luxury brands. On the other hand, many Chinese national brands are also becoming increasingly competitive. Moreover, the Internet is revolutionizing the traditional channels of sale – cosmetics ranks third amongst all product categories for online purchases in China.

These were the subjects of “The 10th Development of the Cosmetic Market in China Conference: Analysis of the Cosmetic Market in China” held on 9 November. One of the goals of which was to simplify the approach and understanding of the Chinese market, while providing guidelines and information on dealing with local bureaucracy and navigating the rules and regulations of this interesting and lively market.

TARGET JAPAN

The Japanese market is also interesting for the beauty industry given the culture and commercial dynamics. Data of the aesthetics, spa and cosmetics market in Japan was analysed during the seminar “The Current Situation and the Future Vision of Japanese Beauty and Wellness Business”, with case studies on successful products and analysis of the needs and preferences of the Japanese consumer, who has always had high expectations and is very sensitive to new trends.

INTERNATIONAL BUYERS PROGRAMME

An important signature initiative of Cosmoprof Asia, the International Buyers Programme continued to unite buyers and sellers around the world with the resources, contacts and data to build business partnerships. Featuring in the show for the fifth year, beauty and cosmetic suppliers had pre-scheduled appointments with select importers and distributors from Mainland China, Japan, India, Russia and Middle East. During the 3-day event, more than 100 one-on-one business meetings took place at the International Buyers Lounge. This programme gained the unanimous endorsement from all participants as an effective platform to get new contacts and extend market reach.



The 16th edition of Cosmoprof Asia proudly closed with high satisfaction from exhibitors and visitors. The visitors provided positive feedback, while 65% of the exhibitors from Asia made space reservation for the 2012 edition.

“We have been exhibiting in Cosmoprof Asia for 11 years. This is one of the largest beauty shows in the world offering a forum to meet international distributors as well as individuals and companies from all realms of the beauty industry. Since Hong Kong is the fashion and beauty hub of Asia, attending Cosmoprof Asia also allows us to stay current with Asia's trends by communicating directly with the local market,” said Toni Ko, Founder and Chief Creative Officer of NYX Cosmetics. “We will definitely be attending the show in 2012.”

“Being my first experience visiting Cosmoprof Asia, it has been extremely fulfilling for me. It gives us an opportunity to reach world-class international brands which will appeal to the Indian consumer. The show was very well managed. I will certainly come back next year,” said Ms Shital Nangalia of Headrush Marketing Pvt Ltd.

“Cosmoprof Asia this year was an enormous success,” declared Aureliana De Sanctis, CEO of SoGeCos Spa. “Hong Kong confirms itself as a not-to-be-missed appointment in the second semester for the entire worldwide cosmetics industry. Moreover, the number of firms applying to participate in this business event that makes it possible to execute important commercial contracts shows no signs of stopping”.

The next Cosmoprof Asia will be held from 14 to 16 November 2012 at Hong Kong Convention and 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 UBM plc listed on the London Stock Exchange, UBM Asia operates in 17 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. 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 150 events, 34 publications and 14 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have 1,000 staff in 21 major cities across Asia, stretching from Japan to Turkey.

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 9-12 2012, 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.