



Press Release
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Cosmoprof Asia 2011 Sets New Records in Hong Kong

Deemed the ultimate crossroads for the beauty and cosmetics industry in the entire Asia Pacific region and the second largest trade show of its kind worldwide, Cosmoprof Asia 2011 (9 – 11 November) promises to be not only bigger and better, but also more beautiful than ever.

All product sectors have expanded significantly with an increased presence of brands from Mainland China, Hong Kong, Korea, Germany, Italy, USA and UK. 1,780 exhibitors (up 9% from 2010) from 42 countries and regions have taken up 68,000 sqm (up 18% on 2010) in exhibition space.

The 2011 exhibition showcases 477 new comers and innovative brands in addition to established industry leaders such as Giffarine, Murad, Specchiasol, Naturelab [in the Cosmetics & Toiletries sector]; AGV Group, BaByliss Pro, Global Keratine and Lakme [Hair]; Bioline, Germaine de Capuccini, LPG, Pola and Thalgo [Beauty Salon & Spa]; as well as Albea, Fiabila, HCP, HCT, Ileos, Intercos and Rexam [Pack & OEM].

The strong turnout confirms Cosmoprof Asia as the definitive event in the region for the international cosmetic and beauty business, and as the industry reference point where visitors acquire the latest marketing and product trends, exciting new ideas and new business contacts.

Group Dynamics

23 country and group pavilions are taking part in Cosmoprof Asia 2011: Australia, Belgium, Mainland China, France, Germany, Greece, Hong Kong, Israel, Italy, Japan, Korea, Poland, Singapore, South Africa, Spain, Switzerland, the Taiwan region, Thailand, UK and USA, with Jordan, Pakistan and Turkey as first-timers.

A conceptual zone “French Buzz”, organised by UBI France, will showcase 8 companies presenting a full range of perfumery, body care, foot care and skincare products. Turkey is also represented for the first time by IKMIB (Istanbul Chemicals and Chemical Products Exporters’ Association) which has organised a national presentation “Turkish Cosmetics” comprising 18 member companies showcasing deodorant, perfume, wet tissues, soap, colourful cosmetics and personal care products. The Jordan Enterprise Development Corporation brings together 3 exhibitors all carrying Dead Sea beauty products.

International Buyers Programme

The International Buyers Programme, a Cosmoprof Asia exclusive, continues 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 were offered the opportunity to have pre-scheduled appointments with a group of selected importers and distributors from Mainland China, Japan, India, Russia and Middle East. More than 100 one-on-one business meetings will take place at the International Buyers Lounge.



Side events and activities at the fair

As a major highlight of the show, “Spa Soul” delves into the world of spa through exhibitor lounges, product demonstrations from leading companies, and the Cosmoprof Asia Spa Conference where industry leaders will participate in topical presentations and panel discussions.

“Spa Soul” sponsors – 3 Sisters Restorasis, Aroma Vera, Mt. Sapola and PhytoCeuticals – will present their most innovative concepts and techniques such as the first self-sterilizing 100% natural lipid complex that accelerates dermal renewal, antioxidant formulation development and aromatherapy in spa operations during live demonstrations at the Spa Soul stage.

The Spa Conference on 10 November will feature 12 heavyweight speakers and focus specifically on the management and development of spa businesses. Highlights include the growth of medi-spa in Asia and wellness trends in India. The blockbuster of the conference will be a panel of top spa operators discussing the opportunities and challenges of the fast-expanding Chinese market as well as how to create an outstanding spa. Once again, AsiaSpa magazine, one of Asia’s leading luxury Spa, wellness and lifestyle publications, is the 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: China Spa Association, Spa & Wellness Association Singapore (SWAS) and the Thai Spa Association.

Complementary to this spa project are the special education seminars. Cosmoprof Asia invites industry leaders to share innovative ideas and experiences that will help the beauty industry better understand the dynamics and market trends, both present and future.

“The Current Situation and the Future Vision of Japanese Beauty & Wellness Business” Seminar provides an overview of the current beauty and wellness industry in Japan through case studies of successful products and facilities. “The 10th Development of the Cosmetic Market in China Conference: Analysis of the Cosmetic Market in China” provides an in-depth analysis of the current situation and trends in the Chinese cosmetic market. “Analysis on Current Cosmetic Regulations of China” seminar explains the newly introduced government cosmetic regulations. The packaging-specific seminar “Global Services & New Technology in Beauty Cosmetics” explores the new challenges of makeup industry, new technology for sustainable beauty cosmetic and design freedom through process innovation.

“Seminars and collateral events are always crucial to the success of trade show since they allow the audience to focus on more specific topics and network with specific communities. We will continue investing in this aspect as well as launching other on-floor special initiatives to enliven the show and inspire the audience.” says Michael Duck, Director of Cosmoprof Asia Ltd.

The 17th edition of Cosmoprof Asia will be held from 14 to 16 November 2012 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 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.