



For immediate release
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Guangzhou International Beauty Expo - Spring 2010
9-11 March 2010
China Import & Export Fair Pazhou Complex (Area B) – Guangzhou

Another Successful Edition of GBE to Blossom in Spring

The spring 2010 edition of the Guangzhou International Beauty Expo (GBE) will take place at the China Import & Export Fair Pazhou Complex (Area B) in Guangzhou, China from 9-11 March.

The Chinese market has proven resilient against the decelerated global economy. Retail cosmetic sales grew 16.9% in China in 2009, more than double the national GDP growth of 8.7%, to reach RMB74 billion (US\$10.8 billion). This surge was largely driven by the growing demand for better quality skincare and hair care products, which make up 38% and 20% market share respectively. Market researchers stressed that opportunities still exist in the ever-growing skin and hair care sectors, particularly for more niche functional products, whereas the prestige/luxury and natural and organic categories are also likely to fuel future growth for both established and new players. It is projected the China cosmetics market could exceed US\$25 billion by 2012.

To fulfill additional space demand from exhibitors eager to share in this growth, the fair has expanded from the 6 halls in the September 2009 show to 8 halls for the coming 32nd edition. It is set to welcome 2,000 exhibitors and brands from 18 countries and regions, including group pavilions from Australia, Korea, Singapore, Hong Kong and Taiwan. The enlarged space will guarantee visitors a wider range of exhibits and brands.

The new hall sectorisation covers the complete spectrum of the beauty industry:

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| Hall 9.2 | Packaging and Machinery, Raw Materials, Private Labels and OEM |
| Hall 10.2 | Perfumery and Cosmetics, Personal Care Products, Bath Accessories and Toiletries, Chain Stores and Franchising Business |
| Hall 11.2 | Nail Products, Tattoos and Accessories |
| Hall 12.2 | Traditional Chinese Medicine Pavilion, Personal Care & Toiletries Zone |
| Hall 13.2 | Hair Products, Equipment and Salon Furnishings, Hair Training Institutes & Hair Shows |
| Hall 9.3 | Professional Beauty Salon and Well-Being Products, Health and Nutrition |
| Hall 10.3 | International Brands and Group Pavilions, Professional Beauty Salon and Well-Being Products, Tools and Equipment |

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| Hall 11.3 | Professional Beauty Salon and Well-Being products, Tools and Equipment |
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More international brands than ever

Buyers looking for prestige products, or seeking innovations like cosmetic and skincare products made from natural sea extracts, cannot afford to miss Hall 10.3 where international brands and group pavilions will be gathered. Leading brands like Declare, Matis, Swiss Montee, Terrake, Auriege, Maria Galland, Palaispa, Biodroga and Filorga will be joined by reputed spa brands Pevonia, Academie, Biodroga, Bioline, Histomer, Phytocean and Thalgo.

GBE not only brings international and domestic brands together with quality buyers from all over China, but also provides the best platform to stage trendy live shows and organize high-level industry forums.

Special events at a glance

GBE continues its tradition of offering high quality learning opportunities and fascinating live shows for the participants. Well renowned speakers and experts will share their inspirations with the audience, and provide educational tutorials for beauty professionals to upgrade their skills and catch up with the latest market trends.

TIGI “Image in Motion” Hair Show

TIGI, the worldwide leader in hair fashion and lifestyle hair care brands with innovative products and packaging, has chosen Guangzhou International Beauty Expo to launch the 2010 new “Image in Motion” series. The TIGI International Creative Team from London will join hands with hairdressers from the Hong Kong and Taiwan regions to reveal the latest inspirations and techniques in performances bound to dazzle. The significance of this for hairdressers in China is that the new series is making its debut in Guangzhou as the premiere for the entire Asia Pacific market. They will be the first in the region to witness the elegant “CATWALK” series and the passionate “ROCKAHOLIC” series!

The show is not just all about hair, it will also be a high-level fashion event! The models will be clothed by inspirational British designer, Christopher Kane, with complementary hair looks created by the TIGI team. As the leading brand for professional hair products, TIGI infuses the concept of eco-fashion into its hair shows. Avant-garde hair and fashion created from recycled materials such as newspaper and soda cans will be featured.

The 5th Development of the Cosmetic Market in China Conference 2010: Pharmacy Stores in China

After 10 years in the China market, “Vichy” has opened up the imagination of Chinese enterprises to the concept of “Cosmeceutical”. However, the concept is only still nascent in China. Is it a problem with the product? The limitation in distribution channels? Or is it customer behavior that affected the growth? A powerful lineup of speakers including Gu Jinsong, General Manager, DQ Sales Administration & DQ Business Division of Shiseido China Co Ltd; Dong Yinmao, Deputy Dean School of Chemical and Environmental Engineering of Beijing Technology and Business University and operators of leading pharmacy stores will discuss the current status and development trend of this unique concept in the China market, and analysis the business opportunities and challenges that pharmacy stores face.

Entering the Chinese Cosmetic Retail Market – Analysis of the Products and Distribution Channels” Seminar

Focusing on the Chinese cosmetic retail market, its trends and development, this seminar will seek to draw lessons from the international brands and analyse the changes in market distribution channels in China. Li Shan Shan, Senior Consultant of MINTEL, the famous global consumer, products and market research

company will speak about "Prestige Beauty Trends - How Current Trends are Evolving for 2010"; Mr Allen Chen, Chief Consultant of Boya Beauty & Cosmetics Proprietary Consulting will give a lecture on "The Comparison and Inspiration between Retail and Professional Cosmetic Products"; Senior Researcher of CCAGM Co-Success Marketing Research (Beijing) Co Ltd, Yu Xiaohua, will discuss "The Sales and Characteristics of the Cosmetic Products in Department Stores".

All About Spa seminar – "Develop a Successful Spa in China"

The All About Spa seminar is back with the main theme "Develop a Successful Spa in China". It is supported by Spa & Wellness Association of Singapore (SWAS) and the China Spa Association, with ChinaSpa magazine as the Exclusive Spa Media Partner of the event. The informative and practical seminar will gather spa experts, trainers, technicians and spa professionals under one roof. Director and Managing Editor of SpaChina magazine, Fifi Kao, will speak on "Customer Loyalty and Reliable Brands", analysing how to create a cosy home environment, stay within promotion budget and maintain good relationship with customers; Director of Property and Spa of Kempinski Hotel Dalian, will look at "How to Increase Revenue in a Hotel Spa" and disclose to the audience her management secrets for increasing revenue by 30% in the current economic situation.

"International Cosmetic Trends 2010: Importance of Hybrid Cosmetics" Seminar

World famous speaker Dr T. Joseph Lin, PhD, is a scientist, consulting chemical engineer, author and lecturer with diverse experience in many areas of science and technology. Dr. Lin was awarded the prestigious "Maison G. deNavarre Medal Award" by the US Society of Cosmetic Chemists (SCC) in 2001. Dr Lin will speak about hybrid cosmetics, including organic cosmetics and cosmeceuticals, and their applications in beauty.

Two insightful industry seminars will be organised at the fair – Mr Giacomo Gardumi, former Merchandising & Image Director of L'Oreal Group will discuss "Distribution Structure of Worldwide Cosmetic Market", and Federico Restrepo, Brand & Design Consultant will address "Design Corporate, Packaging and Product Design Process" in a special session dedicated to packaging and product development companies.

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For media enquiries, please contact: CHINA & ASIA:

Guangdong International Exhibitions Ltd

Sophie Wu
Tel: +8620 8666 0158, Fax: +8620 8667 7120
Email: sophie.wu@ubm.com

Julia Li
Tel: +8620 8625 9168, Fax: +8620 8625 9533
Email: juliali@gzbeautyexpo.com

www.gzbeautyexpo.com

REST OF THE WORLD:

Tragara Press Office

Cristina Rossi
Tel: +39.02-76.00.26.73
Email: cristina.rossi@tragara.it