

For immediate release
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Guangzhou International Beauty Expo – Spring 2011

9 - 11 March 2011

Pazhou Complex (Area B) - Guangzhou

The Best of Beauty Now & Ever

From 9 – 11 March, 2011 Guangzhou International Beauty Expo Spring Edition was held at Area B of China Import and Export Fair Pazhou Complex, Guangzhou. With an ever-lasting leading position in beauty industry, the 34th Guangzhou International Beauty Expo (GBE) has achieved great success in the beautiful new era.

The 2011 spring edition has expanded its overall floor area by 25%, reaching over 100,000 sqm gross. 10 halls, a more scientific sectionalization has catered for the greater beauty industry. A visitor entry remarkably increased by 23% recorded for the 3-day show; across countries attended, powerful group visitors after Guangdong, China were Hong Kong, Taiwan, Korea and Malaysia; as to domestic buyers, 60% of who were from east China, mid-China, and north east China. 234 domestic and oversea professional media have reported the hottest beauty event in spring, the best beauty of China.

Dynamic International Spotlights

The 34th GBE has attracted powerful international pavilions as ever, providing a dynamic platform for foreign players to demonstrate international trends and deliver latest industrial information. Dermalogica, a well-known skin care brand from USA, showed us its unique skin analysis method which has integrated western modern science and oriental traditional medicine; NVEY ECO from Australia brought us a fresh breeze of the organic color cosmetics, and a fantastic make-up demo of Spring Summer 2011. Other top brands were: Valmont, Maria Galland, Matis, Frigga, La Colline, Montee, Coswell Spa but not the least, showing their latest sea skin care, anti-aging and cell skin care products, introducing the advanced international technology and fashion!

Gear Up! Local Beauty Brands

Chinese local beauty brands have been speeding up in the economic highway and forming a vigorous local cosmetics market. Correspondingly, GBE, a quick respondent with good awareness of industrial trends, organized the first great industrial event of 2011 to cater for the brisk local beauty industry. BLEUNUIT,

Skintalk, Salia, Beautyshop, Green Farm and so on seized this great opportunity to launch their latest personal care products, cosmetics, perfumery, and sun-proof products, which have drawn media and buyers all over China, resulting in remarkable on site deal agreements and one of the most dynamic halls in the venue.

The 1st China International Cosmetics & Perfumery Cultural Festival - Sense the Scents

GBE has devoted itself in promoting the cosmetics and perfumery industry and business. The 1st China International Cosmetics & Perfumery Cultural Festival is a success to fulfill this goal. More exhibitors like Hong Kong Eternal Beauty, Nanjing Prestige, and Edouard Pinaud played an active role in this perfumed event by sharing the culture, history, and techniques of perfumery, opening up a vigorous perfumery market and fortifying the confidence of domestic and foreign players, which results the increasing follow-up 35th GBE booth reservation. View more and join us in the upcoming 2nd China International Cosmetics & Perfumery Cultural Festival!

With the 1st China International Cosmetics & Perfumery Cultural Festival, Cosmetic Observer Magazine continued its remarkable success by co-organizing the 8th Development of the Cosmetics Market in China Forum—Color Cosmetics and Fragrance. Dr. Zhang Shu, the vice president of Chinese Cosmetics Committee of Euro Chamber presented encouraging ideas of creating new business opportunities in cosmetics and perfume industry; meanwhile, www.cosmowiki.com has invited T. Joseph Lin, a well-known international cosmetics specialist to deliver an insightful lecture of international cosmetics trends.

Hair Show Inspiration no Limit

This spring, top hair masters have brought fascinating hair runway shows on the stage of the 34th GBE, drawing extraordinary audience and media. On 9 March, “Meet the Asia Hair Gurus 2011 Guangzhou Glamour” organized by AHMA presented a spectacular glamour with Patrick Chu, Calvin Chan, Marek Wan, Boris Wong, and Tomo Numayama, far beyond imagination with styles and cultures all over the world. On the following day, MIZI International Hairdressing Academy not only brought splendid hair styling runway shows, but also advanced management system with successful business leader and powerful team.

All about Spa

All about Spa in the spring edition further extended and deepened the Spa concept as GBE’s annual agenda. Founders of China General Chamber of Commerce—China National Spa Committee and China National Spa Association have shared industrial information and national Spa regulations; Fifi Kao, the Director and Managing Editor of Spa China Magazine, delivered insightful analysis of the present and future of Chinese Spa industry; Johnny Chang, Spa Consultant and Trainer, has disclosed the secret of boosting up sales skills. All events about Spa have successfully created golden platforms for insiders to exchange information and to develop new business

opportunities.

Kar & Ma Cup Nail Art Competition

Never-ending beauty and creativity glittered on the stage of Kar & Mar Cup Nail Art Competition, Hall 10.1, which has established a new platform for the blooming nail art industry. Masters gathered to show their unique techniques and distinctive styles for the championship; their splendid works and skills have drawn Hall 10.1 most focus.

Echoes

GBE owns high standard of professional trade visitors, and most of them are decision makers. Over 90% visitors are beauty industrial professionals including managers, purchasing agents, product managers and buyers.

Testimonials from visitors:

“This is our third time attending GBE. I came for high-quality international fitness products, and I was glad to see such a powerful international pavilion where I’ve found a promising supplier, now we are having further negotiation”, said Mr. Zhou, buyer from Wuhan Huoli Fangzhou co., Ltd.

“It’s my first time to visit GBE. The organizer’s hospitality and professional are so impressive, not only providing considerate hotel arrangement service, but also professional Business Matching Program, through which I successfully found a ferment cosmetics producer from Shenzhen and we’ve reached a purchasing agreement of 500,000 RMB ”, said Felix, President of Hong Kong Poyalty Lome Group International, Ltd.

“I’m an old friend of GBE, and I’ve witnessed its rapid growth. This year, I have spotted the products with couple comparison in the venue; and confirmed the deal at est. 500,000 RMB with AnnJema!”, said Mr. Liu, Chairman of Beijing Ba Na Ba Group

Testimonials from Exhibitors:

Not only buyers, the exhibitors were the biggest winner with us! Let’s see how rewarding the 34th GBE from them.

“We like the hair stage giving us the great setup to present our latest concept and hair management to the industrial players, and its environment and atmosphere gives us more confident to play active role in GBE, the most important trade show for the insiders”, said Mr. Cai, the president of MIZI International Hairdressing Academy.

“Though it’s our first time attending GBE, I have to say it’s a place to be! We were kept occupied among buyers, and received effective market information in the hall

10.2. The show was successful so we've extended a booth size for the upcoming 35th GBE", said Ms. Du from Edouard Pinaud & Winplay International Limited.

"Congratulation the great success of the Spring edition! This is our first time with GBE and the atmosphere been given us the great environment in hall 9.2 particular the interaction among the packaging, machinery, raw materials and OEM buyers", said from Yuyao Sun-Rain Sprayer Co, Ltd.

With 22 successful years leading the China beauty industry, GBE deserves the honor of the best beauty in China, establishing a greater trade platform.. The 35th GBE will be held at the China Import & Export Fair Pazhou Complex (Area B) in Guangzhou, China.

Save the Date and see you again in September 19 – 21, 2011 the 35th Guangzhou International Beauty Expo!

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