



For Immediate Release

October 16, 2010

Guangzhou International Beauty Expo - Autumn 2010

16 – 18 September 2010

Pazhou Complex (Area B) – Guangzhou

Be Inspired, Innovative and Excellence

From 16 – 18 September, 2010 Guangzhou International Beauty Expo was held at Area B of China Import and Export Fair Pazhou Complex, Guangzhou; showing its fame inside out to the Beauty industry along the Greater China.

The 33rd Guangzhou International Beauty Expo (GBE) expanded its capacity towards 10 exhibition halls; which fully indicates the interactivity among the major players in the beauty industry with the expanded 2 halls increased the overall floor area by 25%, reaching 99,000 sqm gross. More than 310,000 visitor entries recorded for the 3-day show across countries attended the Guangzhou International Beauty Expo from 16 – 18 September, 2010. The top five visitor cities/countries after Guangdong, China were Hong Kong, Korea, Taiwan and Singapore.

Exhibitors, Buyers in the Groove

“We are doing export trade focusing on soap manufacturing and starting to expand the inbound businesses where GBE providing us a platform to collect market information throughout the show” said Mr. Tan, Vice General Manager of STC China.

“This is our first time attending GBE and received positive feedback throughout the show and there are few promising buyers to follow up” said Mr. Zhong, Manager of Hair O’Right.

“I came for the nail products and tools where I found the latest OPI products and tools at Hall 13.2 and 11.2 respectively” said Mr. Wang, buyer from Guiyang Trading Company.

“I spotted series of personal care and cosmetic tools in placing to our chain store” said Mr.

Tian, Director of COSMART.

“I confirmed 2 promising purchase orders through the Business Matching Program” said Mr. Li from Kaiyu Beauty Salon International.

Outstanding Brands, Professional Demonstration

Succession of trend setting Product Workshop, Demonstration and Industry Seminar were available to beauty professionals. Most attendees stopped by for new tools, techniques and channels to not only enhance their skills but also to grow their businesses. Highlights included:

- Integrated discussion among the major players attend The 6th Development of the Cosmetic Market in China Conference: “New Generation of Cosmetics Trend Setting” were brought by Cosmetic Observer Magazine
- An up-to-date informative session ever missed from Quality and Technology Certification and Consultation Service Centre, Guangdong Beauty and Cosmetic Association (QTCCC) to all potential overseas cosmetics players “How to Enter the China Cosmetic Market under the 2010 New Cosmetic Regulation”
- A packed room for leading packaging solution specialists Mr. Steve Moore from Fix-a-Form International introducing “The Multi-page Leaflet-label – Global Beauty and Cosmetics Effective Packaging Solution”
- Kline Company and Boya Beauty & Cosmetics Proprietary Consulting Company were presenting “Entering the Chinese Cosmetic Retail Market – Analysis of the Products and Distribution Channels” from their own specialty in the industry
- Mr. Giacomo Gardumi presenting his signature professional on “Sales Intelligence & Distribution Development in China Cosmetic Market”

International Beauty Products, Equipment & Spa

GBE attendees visited the exhibition hall 12.2 and 13.2 at no additional charge to learn the trendsetting products and technique in the skincare, spa and beauty salon industries at the fabulous set up area “All about Spa” to interact with the leading brands from HISTOMER, LPG, SKINCEUTICALS, comfort zone, academie, MARZIA CLINIC and GUINOT.

Countries Pavilions Show Dynamic Power

Dedicated exhibitors’ grouping displays its own brand from Hong Kong, Taiwan and Korea Pavilions to the GBE for the largest context of the overall beauty industry. The number of exhibits was shown 15 percent growth rate and it raises awareness of the on-site power place among them.

Nature Health Products Hit the Show

Over 35,000 visitor entries in 3 days show us the interest level of Nature Health Products in the market were shown with promising traffic stopped in aisles where smaller exhibitors demonstrated their products and fulfilled a high level of sales in Hall 11.1.

Additional product launch and educational speaking opportunities will be offered for beauty

professionals and available at 34th Guangzhou International Beauty Expo. Please contact us at info@gzbeautyexpo.com or sh.info@gzbeautyexpo.com for more details. Show images are also available for editorial coverage, please contact us at yanjuncai@gzbeautyexpo.com.

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