



Press Release
22 December 2009

Guangzhou International Beauty Expo - Spring 2010
9-11 March 2010
China Import And Export Pazhou Complex (Area B) - Guangzhou

Guangzhou International Beauty Expo presents TIGI “Image in Motion” Hair Show

Professional hair performances and on-stage events have been a regular highlight in the Guangzhou International Beauty Expo (GBE). Inspiring hair shows and competitions specially designed for each edition has made GBE the most important hair event in China for hair professionals.

GBE is recording a growing number of professional visitors, more than 30% of whom are involved in the salon business, and correspondingly also an increasing number product and equipment exhibitors catering to the sector.

The organisers continue to build on the success by devoting a new hall - Hall 13.2 - to the hair sector beginning with the 32nd GBE next March.

Capitalising on the growing importance of the hair sector in GBE, TIGI, the worldwide leader in hair fashion and lifestyle hair care brands with innovative products and packaging, has chosen the next GBE to be the platform to hold its largest ever event in China and Hong Kong in recent years.

On the first two days of the 32nd GBE - 9 and 10 March 2009 - the TIGI International Creative Team will present the latest inspirations from the UNITY Collection which unites all of TIGI's lifestyle brands, incorporating current trends from the street to the catwalk.

The significance of this for top hairdressers in China and Hong Kong is that the UNITY Collection 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 “Image in Motion”!

Hair salons in China and Hong Kong can obtain tickets to this exciting event by contacting the following:

TIGI Show Ticket Information:

HONG KONG: Tel. 852-35869029 Email: info@fineeasy.com.hk

CHINA: Tel. 86-21-52133300-131 Email: sunliangjie@schobrunn.com

Guangzhou International Beauty Expo

The 31st edition of the Guangzhou International Beauty Expo closed in September 2009 with enthusiastic and positive feedback from all parties.

Almost 2,000 exhibiting companies from 18 countries and regions occupied 60,000 sqm of exhibition space. Country and group pavilions came from Australia, Korea, Hong Kong and Taiwan.

The strong line-up of exhibitors and the rich programme attracted a record 238,331 visitor entries over the three show days, a 10% increase over the Spring 2009 edition. Overseas visitors increased 21.17% with significant growth from Australia, India, Indonesia, Taiwan and the Philippines. Local visitors also increased by 12.11%.

The next edition of the show will take place from 9-11 March 2010. A full calendar of the hair and other events at the 32nd GBE will be available at www.gzbeautyexpo.com.

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