



Press Release
For Immediate Release

21 October 2009

**Guangzhou International Beauty & Cosmetic Import-Export Expo – Autumn 2009
24-26 September 2009, Guangzhou, P.R. China**

SCALING NEW HEIGHTS TO CREATE AN EVEN BIGGER EVENT IN 2010

The 31st edition of the Guangzhou International Beauty & Cosmetic Import-Export Expo (Guangzhou International Beauty Expo) closed on 26 September 2009 at the Pazhou Complex in Guangzhou, P. R. China 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 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 in March. Overseas visitors increased 21.17% with significant growth from Australia, India, Indonesia, Taiwan and the Philippines. Local visitors also increased by 12.11%. The expanded scale and visitor attendance lifted the Guangzhou International Beauty Expo to yet another new level.

The Expo's Autumn 2009 edition presented the largest ever gathering of international brands and top-quality products, enriched by lively performances as well as forums, seminars and demonstrations to satisfy visitors from all of China's provinces and abroad, including the several hundred select VVIP buyers hosted by the organisers.

Quotes from exhibitors:

ANCHORFREE TECHNOLOGY CO LTD - Jingsong Ji, General Manager

There are so many professional buyers including buyers from Europe and the Middle East. We received good orders here with delivery schedules up to November.

GUANGZHOU KINGSTAR TRADING CO LTD - Shirley Li, Sales & Training Controller

We have participated in this show for more than ten years. The show is a window through which we pass our message to beauty salons all around China.

SHANGHAI MECEN COSMETIC CO LTD - Gu Jian, General Manager

We met many high quality buyers and famous exhibitors. Buyers are from all around China gave us many orders.

NINGBO QITIAN MANUFACTURING Co., Ltd - Leon Hu, General Manager

Our company has a twenty-year history and joins every edition of this show. The show brings us many buyers and we regarded it as an important partner for us. There are so many professional buyers here, some signed contracts with us immediately and others are potential clients.

Quotes from buyers:

SHANGHAI VISA TRADING CO LTD - Richard Huang, General Manager

"The show is better organized and more products are presented. I reached cooperation agreements with 3 brands and bought some equipment, great gain for us!"

Harvest Dynamics Global (SINGAPORE) - Hazel Menon, Director

"I have visited the show every year since 5~6 years ago. The high-quality products this time surprised me so that I have great confidence cooperating with the exhibitors."

BLUE DREAM GROUP - Liu Ying, General Manager

"Guangzhou Beauty Expo is very attractive. We come from northeast China and are delighted to be able to purchase many products here. The clear product sectorisation of this show makes it convenient to focus on our target products."

SKY TOWER IMPORT & EXPORT COMPANY (BRAZIL) - James Misiara

"It's a wonderful show, providing the best opportunity for overseas companies to do business with China."

Special Events

The fair is widely acknowledged to be much more than just a showcase of products, but also a theatre for outstanding educational opportunities designed to meet the needs of the event's professional and trade audience. A series of stage shows, live demonstrations, high-level forums and conferences presented by industry leaders from different sectors provided an integrated learning experience for the visitors.

Hair show

Professional hair performances have always been a major spotlight in the Guangzhou International Beauty Expo. Taking centre stage were inspiring hair shows and competitions: the label.m 2009 "Charm" Hair Show; "ESTETICA x Kim Robinson"; BaByliss PRO Styling Star China Local Competition; Joys Club 2009 "The Cool Create" Hair Show; and the "Regeneration 2010 China Hairstyle & Colour Trend" Hair Show. Top hairstylists revealed their latest hairstyling inspirations and techniques in dazzling performances attended by 3,200 hair salon owners and hairstylists.

Design & Innovation Seminar Zone – Designing with Passion for Successful Brands

The Design & Innovation Seminar Zone in Hall 9.2 presented topical seminars designed for manufacturers and packaging suppliers to the beauty industry and was greatly welcomed by the manufacturers.

The "**What Branding Means in China?**" seminar by Jean-Michel Hostal, Creative Director & Brand Management, Narcissus and "**The Brand Universe at the Point of Sales**" seminar by Giacomo Gardumi, former Merchandising & Image Director at L'Oreal Group, provided beauty industry operators professional guidance on brand building.

"Creating Brands with Scientific Technology" - The 10th Cosmetics Processing & Manufacturing seminar, presented by the Guangdong Beauty & Cosmetic Association Cosmetic OEM Committee in cooperation with Grandway International B.C. Cosmetics Manufacturer, "**Upgrade to the 4th Generation Franchise Store by Creating your own Brand**" by Mr Gu Jian of the Shanghai Mecen Cosmetic Co Ltd and the "**Dynamic Trend of Domestic Supervision on Cosmetics**" seminar by QTCCC, helped nurture the development of nascent cosmetic enterprises in China.

The 3rd Development of the Cosmetic Market in China Conference

Jointly organised with Cosmetics Observer Magazine, the “Development of the Cosmetic Market in China Conference” is one of the most important occasions for the PCT industry in China. Held for the third time with the special theme “Cosmetics Reach a New High?”, famous celebrity make-up artist Mr Mao Geping made his inaugural stage appearance to take participants on an insightful journey into the success of his MGPIN make-up brand. Mr Zhang Miao, General Manager of Shanxi Shining Color Cosmetic Co. Ltd and Mr Kim Seong Jin, Director R&D Centre of COSMAX Shanghai, Inc. also shared their experience with the audience. Over 180 top Chinese distributors of colour cosmetic brands participated in the conference.

The 3rd edition of the “2009 China Top 10 Cosmetic Brand Operators Awards”

The awards presentation was held at the Guangzhou International Beauty Expo Welcome Cocktail Reception at the Shangri-la Hotel on 24 September. This prestigious industry award, organised by the Cosmetic Observer Magazine and endorsed by the Chamber of Beauty Culture & Cosmetics of All-China Federation of Industry & Commerce, recognises the brand operators, distributors and retailers who have made exceptional contributions to the development of the industry.

“All About Spa” Beauty Live Presentation

The “All About Spa” area was the highlight of -Hall 10.3. This presentation was sponsored by leading international spa brands - Académie, ANIUS, Babor, Boline, Guinot, Histomer, Matis and Rivage - and supported by the Spa & Wellness Association Singapore (SWAS) and the China Spa Association, offering a broad learning opportunity for specialists, trainers, therapists and brands. Ms Fifi Kao, Director and Managing Editor of SpaChina Magazine, the Exclusive Spa Media Partner of the fair, spoke on “**The Future Development of the China Spa Industry**”, analyzing the current situation and the weaknesses of the spa industry in China, and suggesting ways to overcome them. Ms. Samantha Foster, one of the Asia’s topmost spa consultants, shared her knowledge on “**How to Profit in Tough Times**”.

An unique “Spa Corner” showcased the history of spa and worldwide development trends.

Style on Stage – Make-up Trends Live Show

Style on Stage presented the irresistible allure of colour make-up: **BAOZI 09 “Love in Autumn” Cosmetic Show & Trend Presentation** by Baozi, **Dancing Girl Make-up Show & Product Launch**” by Japan MISSFACE and “**Nice Shop Performing, Fashion Make-up Show From Korea**” by Guangzhou Tian Mei. These spectacular live demonstrations mesmerized the audience with make-up trends for the coming Autumn.

The next Guangzhou International Beauty Expo, the 32nd edition, will take place at the same venue from **9-11 March 2010**. To accommodate the growing exhibitor waiting list, the organisers will add one more exhibition hall to the show. This will allow even clearer product sectorisation and a wider repertoire of product choices for the visitors. The growth of this fair reaffirms its position as the most important beauty trade event in China.

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