



Press Release

For Immediate Release

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Guangzhou International Beauty Expo – Spring 2010

9-11 March 2010, Guangzhou Pazhou Complex Area B, P.R. China

The 32nd edition of Guangzhou International Beauty Expo closed on 11 March 2010 at the Pazhou Complex Area B in Guangzhou, P. R. China with enthusiastic and positive feedback from all parties. Almost 2,000 exhibiting companies from 18 countries and regions occupied 77,000 sqm of exhibition space. Country and group pavilions including Korea, Hong Kong and Taiwan. The strong line-up of exhibitors and the rich programmes attracted a record 288,198 visitor entries over the three show days. Visitors come from many provinces, professionals far away from Inner Mongolia, Heilongjiang, Ningxia, and Xinjiang came to celebrate the best of beauty in China.

The expanded scale and visitor attendance lifted the Guangzhou International Beauty Expo to yet another new level; not only to the exhibition aspect, but also to the great events. Such as TIGI, the worldwide leader in hair fashion and lifestyle hair care brands has chosen Guangzhou International Beauty Expo to launch the 2010 “Image in Motion” series for the entire Asia Pacific market.

The Expo’s Spring 2010 edition presented the largest ever gathering of international brands, 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. An increased number of professional skincare brands from Europe, showcase the latest product launches and new equipment for anti-aging and sliming. This section has become so popular that this section will be enlarged to two halls to accommodate the demand from the Autumn 2010 edition.

Organic Health Pavilion (former Traditional Chinese Pavilion) included 73 top tier Organic Health and Cosmetic companies in China. Over 1,200 Level A Health Club management professionals from all over China visited during the three day show. Exhibitors promoted Chinese herbal skincare anti-aging methodology and related products. This pavilion provided a unique platform for organic health professionals to exchange their knowledge and techniques, meanwhile advocate the essence of organic health and its wide usage. Visitors were impressed by the unique design with Song Dynasty décor throughout the pavilion.

Special events

Guangzhou International Beauty Expo continued its tradition of offering high quality learning opportunities and fascinating live shows for the participants. Renowned speakers and experts shared their inspirations with the audience, and provided 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, led by Akos Bodi (TIGI European Education Director), Gen Itoh

(TIGI Academy Creative Director), and Ralf Boss (TIGI Education Director Asia and South-Pacific) joined hands with hairdressers from the Hong Kong and Taiwan regions, revealed the latest inspirations and techniques in dazzling performances attended by over 2,500 hair salon owners and hairstylists.

The significance of this for hairdressers in China is that the new series was making its debut in Guangzhou as the premiere for the entire Asia Pacific market. They were the first in the region to witness the elegant "CATWALK" series and the passionate "ROCKAHOLIC" series!

The show was not just all about hair, it was also a high-level fashion event! The models were 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 infused the concept of eco-fashion into its hair shows. Avant-garde hair and fashion created from recycled materials such as newspaper and soda was featured on stage.

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? Speakers including Gu Jinsong, General Manager, DQ Sales Administration & DQ Business Division of Shiseido China Co Ltd; Dong Yinmao, Deputy Dean School of Chemical & Environmental Engineering of Beijing Technology & Business University, and operators of leading pharmacy stores discussed the current status and development trend of this unique concept in the China market, and analysed the business opportunities and challenges that pharmacies 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 drew lessons from the international brands and analysed the changes in market distribution channels in China. Li Shan Shan, Senior Consultant of MINTEL, the famous global consumer, products and market research company spoke about "Prestige Beauty Trends - How Current Trends are Evolving for 2010"; Mr Allen Chen, Chief Consultant of Boya Beauty & Cosmetics Proprietary Consulting gave 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, discussed "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 was back with the main theme "Develop a Successful Spa in China". Supported by Spa & Wellness Association of Singapore (SWAS) and the China Spa Association, ChinaSpa magazine was the Exclusive Spa Media Partner of the event. The informative and practical seminar gathered spa experts, trainers, technicians and spa professionals under one roof. Director and Managing Editor of SpaChina magazine, Fifi Kao, spoke on "Customer Loyalty and Reliable Brands", analysed 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, looked at "How to Increase Revenue in a Hotel Spa?" and disclosed her management secrets for growing revenue over 30%. The seminar was sponsored by two world's leading spa brands – Pevonia & Biodroga, whose representatives shared with the audience their brand's innovations.

The 33rd edition (Autumn 2010) of Guangzhou International Beauty Expo will take place once again at the China Import and Export Fair Pazhou Complex Area B from 16-18 September 2010. To accommodate the growing exhibitor waiting list, the organizers will add two more exhibition halls 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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