

EM EVENTS

COSMOPROF ASIA 2023

IS COMING BACK TO HONG KONG

Over 60,000 attendees and 2,000 exhibitors are expected to attend the show



Cosmoprof Asia 2023 is coming back with outstanding results. The leading B2B beauty event in the Asia-Pacific region, organized by a joint-venture between BolognaFiere and Informa Markets, is ready to celebrate 26 years of successful track record, hosting all the key players of the industry in its hometown Hong Kong, which has always been recognized as the gateway to Mainland China and Asia Pacific region. Cosmopack Asia will be held from November 14 to 16 in AsiaWorld Expo, gathering big global leaders of the supply chain, from ingredients to machinery & equipment, from packaging to contract manufacturing and private label. Cosmoprof Asia, from November 15 to 17 at the Hong Kong Convention & Exhibition Centre, will feature the most innovative branded finished products, in an area fully dedicated to the retail and the professional distribution channels. After the successful special edition in Singapore, Cosmoprof Asia 2023 will return to its hometown Hong Kong welcoming more than 2,000 exhibitors and over 60,000 attendees. The exhibition area, reaching 100,000 sqm, will finally be the home of all beauty brands and innovative suppliers from Asia-Pacific region and worldwide for four days. The show

is expected to host 16 group and country pavilions; among them, Australia, China, France, Germany, Hong Kong, Italy, Japan, Korea, Poland, Singapore, Spain, Switzerland, Taiwan Thailand, Turkey and the USA already confirmed their presence. Finished product brands exhibiting in Cosmoprof Asia represent 57% of the total amount, while 43% of all exhibitors are showcasing in Cosmopack Asia. For Cosmoprof Asia, the greatest part of companies is focused on Beauty Salon, Perfumery and Cosmetics, Hair and Nail Products & Accessories. For Cosmopack Asia, the segments are Primary & Secondary Packaging, OEM and ODM. The exhibitor lineup for the show is impressively diverse, reflecting a global interest in economic revival and wish to connect with local Asian-Pacific markets. Among Cosmoprof Asia top exhibitors, American International Industries, Beautisky International, Christina, Comprof, Dancoly Cosmétique France, E&J Korea, Geske, Grupo DRV - Phytolab SL Inc., Indiba, Kiss Nail Products, Kokie Cosmetic, Lumenis, Nuova Fapam, Parlux, Takara Belmont Corporation, The Kirschner Group, Ultra V Hong Kong, Wishpro.



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Among Cosmopack Asia top exhibitors are Axilone, Aromatic Enterprises, Baralan, B.Kolormakeup & Skincare, Brivaplast, Chiang Pao Industrial, Coreana Bio, Cosmecca Korea, Fiabila, F.S. Korea Industries, HCP Packaging, Heinz Glas, Il Cosmetics, Jia Hsing Enterprise, Kolmar Korea, Libo Cosmetics, Magnoli Cosmetics, Majesty Packaging Global, Marchesini, Modern Basic Cosmetics, Myc Packaging, Ningbo Z&Z New Material, Omnicos, Schwan Cosmetics, Sheencol'or Biotech, Thai Ho Bio-Tech Cosmetics, Tonnie Cosmetics, Verescence and Yonwoo.



Buyers from all over the world will visit the show, with special hospitality programs dedicated to top players from China, Asia Pacific countries, Europe and the USA. They will enjoy the opportunities for synergies and business meetings offered by the exclusive platform Match&Meet, which helps connection between exhibitors and buyers on the show floor. All players will have the opportunity to travel to Hong Kong with special discounted airfares thanks to an exclusive partnership with Cathay Pacific, the home carrier of Hong Kong which is supporting Cosmoprof Asia by offering registered exhibitors, buyers and travel companions, the opportunity to enjoy great savings on their flights to the city. Stakeholders from all over the world will take advantage from the return to Hong Kong, which is one of the best place for b2b events in the Asia-Pacific region. The city is a strategic location for global players and it offers a business friendly environment, thanks to its regulation as free trade port and tax free zone. It is the gateway to Mainland China and Asia Pacific, being the 4th largest trading partner of China.



SPECIAL HIGHLIGHTS

Special projects will enrich the exhibition offer focusing on key trends in the Asia-Pacific region. The interactive installation COSMO LAB developed in collaboration with OPAL, located in Cosmopack Asia, will offer a multisensory experience of how clean and green beauty trends can change consumers' behaviour and led them to a more conscious and responsible lifestyle towards sustainability. A rich educational calendar will provide inspirations and updates to all attendees. CosmoTalks, the exclusive round tables of the Cosmoprof network, will host global leaders of the cosmetics industry to share comments on macro- movements and trends forecasts. CosmoForum presentations will provide in-depth market analyses and case studies of specific consumers' behaviour. Among confirmed main partners, AsiaCosme Lab, Beauty Matter, BEAUTYSTREAMS, Euromonitor International, Kline, SGS, Tmall Global. CosmoOnstage, the dynamic platform at Cosmoprof Asia, will bring you captivating live shows and demo sessions by industry influencers. Prepare to be amazed as they showcase their cutting-edge products, state-of-art equipment and demonstrate for nail art, spa & wellness, makeup. An exclusive stage performance organised by AHMA (Association of Hair and Makeup Artists) will be held to celebrate the creativity from winners of the Barber Battle Hong Kong 2023. The Cosmoprof Asia & Cosmopack Asia Awards, curated by BEAUTYSTREAMS are set to commemorate the most outstanding companies for their research and development in formulation, packaging, sustainable approach, storytelling and value proposition. Finalists will enjoy special visibility, while the winners will be announced during the exhibition with a dedicated celebration on November 15, at the Hong Kong Convention & Exhibition Centre. For the first time, winners of the Awards will have an unprecedented opportunity to showcase their achievements in Bologna during Cosmoprof Worldwide Bologna 2024 CosmoTrends will provide an overview of actual trends in Asia-Pacific, starting from the innovation and new launches presented by exhibitors at Cosmoprof Asia. The report, prepared by BEAUTYSTREAMS, will become a strategic roadmap for operators, buyers, trend-scouters, press and influencers, and it will highlight the products influencing consumer's habits in the next months. A special installation will be set-up on the show-floor with all selected products, and the report will be presented during a CosmoTalks session to all attendees.

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