



COSMOPROF

ASIA HONG KONG
亞太區美容展

NOVEMBER 2016

HONG KONG

15TH - 17TH

ASIAWORLD-EXPO

16TH - 18TH

HONG KONG CONVENTION
& EXHIBITION CENTRE

Organiser - Cosmoprof Asia Ltd



Press Release

For Immediate Release

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Cosmoprof Asia 2016 Confirms Record Numbers

Cosmoprof Asia 2016 drew to a close with historic highs after four days of inspiration, innovation, education and business. The event welcomed **650** new companies this year taking the total number of exhibitors to **2,698 from 49 countries and regions**.

732 companies from 19 countries exhibited at the **AsiaWorld-Expo (AWE)**, the venue for packaging, ingredients and processing equipment, from **15-17 November 2016**. Finished cosmetics were showcased at the **Hong Kong Convention and Exhibition Centre (HKCEC)** from **16-18 November 2016** by 1,966 companies from 49 countries.

Cosmoprof Asia 2016 hosted **24 national and group pavilions** from Australia, Belgium, Brazil, California, China, France, Germany, Greece, Hong Kong, Israel, Italy, Japan, Korea, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, UK, USA with inaugural pavilions from Bulgaria and Latvia.

The fair played host to **76,818 trade visitors from 129 countries and regions** (21% increase over 2015) including 79 International Buyer Delegations from over 21 countries and regions across Asia, Europe, Middle East and Africa.

“With the strong international representation and presence, Cosmoprof Asia remains the indisputably most important networking opportunity in Asia Pacific for the beauty industry,” said Michael Duck, Executive Vice President, UBM Asia Ltd.

“The plethora of networking events, impressive showcases of innovative products and our exceptional commitment to service and delivery excellence has taken Cosmoprof Asia into a new epoch with its 21st edition,” added Roberto Kerkoc, Vice President, BolognaFiere S.p.A.

AWE Highlights

AWE served as a focused venue for companies specialising in packaging, machinery, OEM, contract manufacturing and raw materials, helping buyers to source more effectively.

The headline event was the first edition of the **Innovation Circle Awards**, organised in partnership with the world renowned Beautystreams, recognising the most innovative packaging, design and formula. A jury panel



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comprised of the beauty industry's elite including AmorePacific, Centdegrés, L'Oreal, Marie Dalgar, Martha Tilaar Group and NYX Cosmetics selected the winners and products were displayed in a prominent area on the show floor.

The Lipstick Factory in Hall 5 gave live demonstrations on the manufacturing process of a luxury lipstick. 8,000 complimentary pieces of "**Cosmoprof Asia Limited-Edition Lipstick**" in four glamorous shapes and textures were presented to visitors during the show. The Lipstick Factory was the brainchild of three leading Italian exhibitors – Brivaplast (packaging), Chromavis (formulation) and Vetraco (machinery). The project was supported by the Italian Ministry of the Economic Development and ITA – Italian Trade Agency, in collaboration with Cosmetica Italia – Personal Care Association.

HKCEC Highlights

At the HKCEC, the "**Extraordinary Gallery**" in Hall 3G took centre stage. Here a selected group of coveted and innovative multicultural brands from supply chain and finished products displayed their products in a specially-designed environment that exudes the glamour, style and quality of their brands. A special edition of nail lacquer in three unique colors and textures was jointly created by Centdegrés, Groupe Pochet (world-leading glass maker), Fiabila (savoir-faire in nail polish) and Beautystreams and gifted to visitors.

The highly successful, third edition of **Boutique** returned to Cosmoprof Asia giving visitors the chance to "shop for charity". Visitors could pick up travel-size products for a donation to the Hong Kong Breast Cancer Foundation.

Education & Innovation

A knowledge-rich, information-filled programme comprising more than 30 educational sessions led by a stellar line-up of international experts offered world class content to all participants. The **World Asia Forum** held across both venues addressed the industry's most talked about trends and topics allowing attendees to keep pace with the latest advances across the region. Sessions in AWE focused on the latest ingredients, technologies and packaging to help drive product development, while at HKCEC visitors discovered the latest trends and development in product, branding and marketing.

Cosmoprof Asia will be back in 2017 from **14 to 16 November at AsiaWorld-Expo** and from **15 to 17 November at Hong Kong Convention and Exhibition Centre**. For further information please visit the fair website: www.cosmoprof-asia.com

-The End-



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NOTES TO EDITORS:

Cosmoprof Asia, the premier international beauty exhibition in Asia-Pacific, is organised by Cosmoprof Asia Ltd, a joint-venture between BolognaFiere Group and UBM Asia Ltd.

ABOUT BOLOGNAFIERE GROUP

www.bolognafiere.it

BolognaFiere Group, the world's leading trade show organiser in the cosmetics, fashion, architecture and building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international, among which Cosmoprof Worldwide Bologna, the most important beauty meeting point in the world established in 1967 and held in Bologna, Italy. In 2017 it will celebrate the 50th anniversary, from 17-20 March along with Cosmopack, 16-19 March. New at the 2017 edition COSMOPRIME, the new area dedicated to retail companies representing a specific market going from high-end mass market to prestige and niche perfumery. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established 1996) and Las Vegas (established 2003), provides a truly global marketplace for the beauty industry where brands can find success.

ABOUT UBM ASIA LTD

www.ubmasia.com

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 32 offices and 1,300 staff in 24 major cities. We operate in 19 market sectors with 230 events, 28 trade publications, 18 online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. UBM Asia was awarded 'Asia's Most Reliable Trade Show Organiser Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

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