



COSMOPROF

ASIA HONG KONG
亞太區美容展

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HONG KONG

15TH - 17TH

ASIAWORLD-EXPO

16TH - 18TH

HONG KONG CONVENTION
& EXHIBITION CENTRE

Organiser - Cosmoprof Asia Ltd



Press Release

For Immediate Release

25 October 2016

Cosmoprof Asia Announces its 2016 Educational Programme

Cosmoprof Asia 2016 proudly launches the **World Asia Forum, its 2016 educational programme**. This year, the Forum will be packed with a host of presentations and panel discussions, around topics designed according to the needs and interests of each target audience, conducted by industry experts and covering the most compelling trends, insights and developments that are shaping the beauty industry.

The **World Asia Forum** will be held at both venues where Cosmoprof Asia will take place – AsiaWorld-Expo (AWE) and the Hong Kong Convention and Exhibition Centre (HKCEC), and visitors will have a choice of more than 30 free-to-attend sessions.

Programme at AWE

At AWE, market experts will share their insights on ingredients and formulation, packaging trends and market-specific areas.

Kline will present the topic “The Global Personal Care Ingredients Market and its Regional Specificities” looking at the state of the global specialty ingredients market.

The **Hong Kong Society of Cosmetic Chemists (HKSCC)** will host a 3-hour session discussing the topics “Impact of Regulation on Claims and Innovative Products”, “Developing Formulations with Natural and/or Organic Elements”, and “How Can Innovative Concepts be Translated into Cosmetic Formulations”.

The popular session by the China cosmetic specialist **QTCCC** returns to introduce regulations on cosmetic ingredients in China, procedures for importing cosmetic ingredients into China and registration of cosmetic produced by OEMs.

The renowned trend agency **Beautystreams** will present four trend sessions, focusing on the Korean market, skincare, the power of color as well as packaging and prints. The session “Next from Korea” will highlight the next products and trends in make-up, skincare and packaging to watch for from Korea. “What’s New in Skin Care” will look at new product innovations, star ingredients and packaging design concept. “The Power of Color” will explain how Asian brands can adjust their palettes to different global regions. The last session “Packaging & Prints Trend Forecast for the Asian Market” will explore innovative ideas in packaging shapes, materials, surface design and print motif from international market.

Programme at HKCEC

HKCEC sessions will focus on the latest trends and development in product, branding and marketing.

The **Cosmoprof Asia Spa Conference** returns for the 9th edition featuring 13 top industry speakers from the spa and wellness industry who will share their experience and vision on the spa world. Major topics include spa and



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wellness trends impacting the sector in 2017, how to integrate wellness services into spa centers, and the latest technologies and innovations shaping the spa world.

There will be sessions focusing on **Global Markets** such as Korea, the Philippines, China and USA. These sessions will cover individual market statistics, consumer trends, distribution channels and business opportunities for the beauty industry in the Asia-Pacific region. The spotlight session will be “Japan Beauty Week” seminar organised by Japan External Trade Organisation (JETRO) in which the audience will learn the latest cosmetic market development in Japan from Japan Cosmetic Industry Association (JCIA) and listen to successful case sharing by guest speakers from the Cosmetic & Perfumery Association of Hong Kong (CPAHK) and mega lifestyle specialty store city’super in Hong Kong.

Presentations will also feature insight from Ecocert, Information et Inspiration, Kline and Peclers Paris, covering trends around the world in natural and organic cosmetics, the latest Asian product trends from skincare to makeup, at-home beauty devices and their potential, and beauty trend forecast for summer 2018.

QTCCC will host the famous session “Gateway to China Market” to help enterprises who are interested in the China market to understand the legislations in China and how to get their products registered in China.

A detailed educational programme is available at www.cosmoprof-asia.com/en-us/SPECIAL-EVENTS which will also allow reservations.

IMPORTANT NOTE ---Cosmoprof Asia will be held across two venues in 2016: **AsiaWorld-Expo (AWE)** will host exhibiting companies from Pack and OEM (packaging, contract manufacturing, machinery and raw materials) from **15-17 November 2016**. Finished cosmetics will be showcased at the **Hong Kong Convention and Exhibition Centre (HKCEC)** from **16-18 November 2016**.

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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. 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.

MEDIA CONTACT

ASIA

UBM Asia Ltd
Ms Amy Ng
Ph. +852.2516.1659
amy.ng@ubm.com

Ms Janice Poon
Ph. +852.2516.2117
janice.poon@ubm.com

WORLDWIDE

BolognaFiere Cosmoprof S.p.a.
Paolo Landi
Ph. +39.02.45.47.08.320
paolo.landi@cosmoprof.it

www.cosmoprof-asia.com

Organiser - Cosmoprof Asia Ltd

