

COSMOPROF
ASIA HONG KONG
亞太區美容展

Organiser - Cosmoprof Asia Ltd



NOVEMBER 2017
HONG KONG
14TH - 16TH
ASIA WORLD-EXPO
15TH - 17TH
HONG KONG CONVENTION
& EXHIBITION CENTRE
www.cosmoprof-asia.com

Press Release
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Cosmoprof Asia 2017 Presents “1 Fair 2 Venues” and Introduces Cosmopack Asia a “Show Within the Show” at AsiaWorld-Expo

Cosmoprof Asia returns in November with "One Fair, Two Venues", following a record breaking year. 76,818 visitors from 129 countries and regions attended Cosmoprof Asia 2016, an increase of 21% from the previous year. 2,698 exhibiting companies from 49 countries and regions, including 24 country and group pavilions took up 98,000 sqm of space at the two venues. With such impressive growth year-on-year, Cosmoprof Asia has firmly confirmed its position as the most powerful networking event for the beauty industry in Asia Pacific.

Alice Suen, Cosmoprof Asia Event Director, applauded the creativity of exhibitors last year. “We were inspired by the innovative products and services on display and the high calibre of our exhibitors once again drew in buyers from all around the world. We look forward to an even more important event this year.”

New for 2017: Cosmopack Asia

The 22th edition of Cosmoprof Asia will draw attention to the cosmetics supply chain with the rebranding of the event at AsiaWorld-Expo (AWE) from 14 to 16 November as “**Cosmopack Asia**”, mirroring Cosmopack, held in Bologna, Italy, alongside Cosmoprof Worldwide.

“With the development of Cosmopack Asia, we aim to reinforce the brand identity of the entire supply chain and create new business opportunities for our customers”, says **Enrico Zannini, Director of Cosmoprof Worldwide**.

Cosmopack Asia will host companies representing the entire cosmetics supply chain: raw materials and ingredients, contract manufacturing and private label, machinery, primary and secondary packaging. Cosmopack Asia will open one day before Cosmoprof Asia on 14 November and this gives brands, including those exhibiting at HKCEC, plenty of time to visit the many suppliers from all over the world at AWE. Shuttle bus service will be provided during the entire show period to connect the two show venues.



A spotlight at Cosmopack Asia will be the new zone “Ingredients & Lab” dedicated to ingredients, fragrances, testing lab equipment and regulatory solutions, providing an ideal networking and sourcing platform for formulators, R&D personnel, business development and marketing professionals. In addition to the new Ingredients & Lab, Cosmopack Asia will also introduce Print & Label, which will be a showcase of decorative packaging and labels.

Featured marketing initiatives will be organised with the focus on new concepts, designs and innovative technologies that aligned to the entire supply chain. The headline event will be “The Powder Factory” which gives live demonstration on the manufacturing process of a cosmetic powder with the collaboration of leading international suppliers.

Hong Kong Convention & Exhibition Centre

From 15 to 17 November, the Hong Kong Convention and Exhibition Centre (HKCEC) will host exhibitors of finished products ranging from cosmetics & toiletries, natural & organic, beauty salon, hair salon and nail and accessories.

At HKCEC an exciting new addition will be “Discover Trends” allowing visitors to see the most cutting edge and trendsetting beauty brands launched onto the market. New products in the home beauty devices area will be on display along with baby care as well as Halal beauty products. The “Natural & Organic” sector will display an eco-friendly and organic range alongside the Wellness and Spa products focusing on the wellbeing industry.

Events Highlights

The Cosmoprof Awards will be the benchmark of excellence and a jury comprising international beauty experts, bloggers and top beauty brands will select the winners for the most outstanding accomplishments in beauty. The “Innovation Circle” award will recognise achievements in packaging, design and formulation and the “Beauty Circle” award will celebrate the most impressive finished product.

Cosmotalks is a four-day immersive experience offering a strong knowledge programme with a range of innovative, creative and cutting-edge sessions delivered by leading industry experts. Sessions at AWE will cover topics on packaging innovation, ingredients and formulation to enhance professional knowledge on the transformational power of technology and innovation on the business landscape. HKCEC will host dynamic, innovative, ‘bite-sized’ sessions covering a wide variety of topics including sustainability, industry research, market trends and the latest key issues and hot topics dedicated to the beauty industry.

For further information and visitor pre-registration: www.cosmoprof-asia.com

Save the Dates

The 22nd edition of Cosmoprof Asia will take place from 14 to 16 November 2017 at AsiaWorld-Expo and from 15 to 17 November 2017 at the Hong Kong Convention & Exhibition Centre.

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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 is the the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. In 2017 Cosmoprof Bologna celebrated its 50th anniversary and in 2018 Cosmoprof will be held from 16-19 March along with Cosmopack and Cosmoprime 15-18 March. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established in 1996) and Las Vegas (established in 2003), provides a truly global marketplace for the beauty industry where brands may grow.

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 Southeast Asia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 26 major cities with 41 offices and 1,600 staff who combine local expertise with a global industry network to provide high-quality events and the best customer experience for event attendees from all over the world. Last year over 1.5m people visited UBM Asia's events.

With a track record spanning over 30 years, UBM Asia operates in a wide range of market sectors with 250 events, 28 targeted trade publications, 18 round-the-clock online products for quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia was awarded 'Asia's Most Reliable Trade Show Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

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