



Cosmoprof Asia 2009 Set for November

Integrative networking and educational programme highlights this year's event

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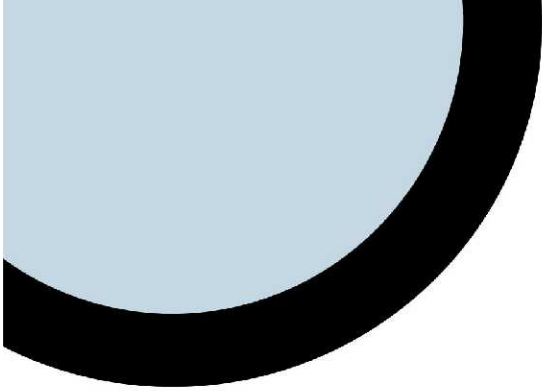
This year celebrating its 14th edition, Cosmoprof Asia has long been heralded as the region's leading beauty, health and wellness exhibition. The statistics speak for themselves: 1,300 exhibitors forecast for 2009, representing 36 countries (including 17 country and group pavilions from Australia, Mainland China, France, Germany, Hong Kong, Israel, Italy, Japan, Korea, Singapore, South Africa, Spain, Switzerland, Taiwan, Thailand, UK and USA), and 39,000 visitors expected from around the world.

The Fair will be hosted at the Hong Kong Convention & Exhibition Centre from 11 to 13 November. All exhibits will be organised into five easy-to-locate sectors, namely, "**Retail-Distribution**" for perfumery, cosmetics and toiletries, "**Natural Health**" for health food & beverages, "**Packaging**" including raw materials, machinery and private labels, "**Beauty Salon**" and "**Hair Salon**" for their respective specialised and professional products and equipment.

Apart from the comprehensive exhibits scope, a full programme of networking and education events will also be offered at this year's event. "It is paramount to keep abreast of the latest developments, progress and happenings to stay on top in these challenging economic times. Therefore we partnered with key players of the cosmetic industry and influential media representatives to present innovative ideas, solutions and analysis of this industry through a rich calendar of side events," said Laura Zaccagnini, International Strategy Manager of Cosmoprof Asia.

Key events in-line with the exhibition include the **Cosmoprof Asia Spa Conference**, which is developed together with AsiaSpa Magazine, the region's leading spa, wellbeing and travel lifestyle magazine. As the official media partner of the Spa Conference, AsiaSpa Magazine will gather a panel of industry insiders to discuss various issues faced by the industry and ways to move towards greater success in the future. "We are proud to be the official media partner for the Cosmoprof Asia Spa Conference. With our expertise in the spa field and the professional organisation of Cosmoprof Asia team, we are aiming to provide people in the spa industry - therapists, hoteliers and beauticians - a full-day, high calibre and insightful conference chaired by leading minds from the spa world," said Olivier Burlot, Managing Director of AsiaSpa Magazine.

The first BaByliss PRO Asian hair competition, **BaByliss PRO on Stage**, will also be held in Hong Kong this year. Cosmoprof Asia is proud to be selected to host this event. At this final stop of the BaByliss Pro Asian tour, winners from local country competitions like Mainland China, Indonesia, Malaysia and Thailand will vie for the top place in styling creativity and talent. Jim Roberts, Show and Education Director from RUSK, has been invited to judge the competition and present the latest styling techniques. This will be a truly inspirational and educational experience for all those present!



Cosmoprof Asia will facilitate business contacts through the 3rd **International Buyer Programme**. Once again, exhibitors will be given the opportunity to meet with selected key buyers from strategic growth markets around the globe. For this edition, the Organiser has picked Mainland China, India and Russia as the main focus. Through this special initiative, Cosmoprof Asia is committed to unite buyers and sellers from around the world with resources, contacts and data to create business.

Special educational seminars are always a popular feature of Cosmoprof Asia, and this year's scheduled sessions cover an assortment of topical issues.

"Is there still room for innovation?" presented by DuPont Cosmetic Solutions and Alcan Packaging Beauty will look at the unique and innovative options for cosmetic packaging. The two packaging giants will share their know-how and vision on how to think 'out of the box' in developing new and differentiated packaging solutions that attract customer's attention in-store and strengthen brand power.

"The 4th Development of the Cosmetic Market in China Conference: Entering the cosmetics retail sector in China", organised in co-operation with Cosmetic Observer Magazine, will provide an in-depth analysis of the current situation and trends in the Chinese cosmetic market with a special focus on the three major retail distribution channels: department stores, supermarkets and franchise stores. The seminar will lead to better understanding of the partnership model and operations characteristics of each channel, and foster communications and co-operation between the Chinese beauty industry and foreign brands.

During the **"How to Enter the China Cosmetic Market"** seminar, Cosmetic Registration Consultant from the Quality and Technology Certification and Consultation Service Centre (QTCCC) will provide practical tips for cosmetic registration in China with detailed explanation of the application procedures, taxation, labelling record, custom clearance and budget control etc.

'The Current Situation and Prospects of Japanese Beauty Market – Natural and Organic Cosmetics, and Japanese Spa' will touch on the changes of the natural and organic cosmetic market in Japan in the last decade and its' future development, followed by a discussion on the speciality of the Japanese spa business.

For more information (and free registration for trade visitor), check out www.cosmoprof-asia.com

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