**Quick Facts**

Exhibition Area:
74,000 sqm (+9% over 2011)

Number of Exhibitors:
1,964 (+10% over 2011)

Country and Group Pavilion: 23

Number of Visitors:
55,386 (+14% over 2011)

International Visitors (from outside Hong Kong):
33,991 (+13% over 2011)

Number of Press:
250+ media members and journalists

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**5 Themed Product Sectors:**

**Hall 1E**
Perfumery, Cosmetics and Toiletries marketed through the Retail Distribution: Specialty Stores, Chain Stores, Department Stores, Gift Stores and Pharmacies

**Hall 1E**
Natural Health Products, Health Food & Beverages, Dietary Supplements, Asian Traditional Medicine and Therapies

**Hall 5C, 5E, 5G & Concourse, L4 Mezzanine**
Packaging, Contract Manufacturing & Private Label (OEM / ODM), Machinery and Raw Materials

**Hall 3E & Concourse & Grand Hall**
Beauty Salon Products and Equipment, Spa & Wellness Products and Nail Products

**Hall 3G**
Hair Products, Equipment and Salon Furnishings
Exhibitors

A total of 1,964 exhibiting companies from 44 countries and regions:

Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, China, Demark, France, Germany, Greece, Hong Kong, India, Indonesia, Israel, Italy, Japan, Jordan, Korea, Latvia, Luxembourg, Macau, Malaysia, Monaco, New Zealand, Pakistan, Philippines, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan region, Thailand, The Netherlands, Turkey, United Arab Emirates, UK, USA and Vietnam

Geographical breakdown of Exhibitors

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>73</td>
</tr>
<tr>
<td>Europe</td>
<td>18</td>
</tr>
<tr>
<td>America</td>
<td>5</td>
</tr>
<tr>
<td>Oceania</td>
<td>2</td>
</tr>
<tr>
<td>Middle East</td>
<td>1</td>
</tr>
<tr>
<td>Africa</td>
<td>1</td>
</tr>
</tbody>
</table>

Exhibitors Breakdown by Product Sector

<table>
<thead>
<tr>
<th>Sector</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfumery, Cosmetics &amp; Toiletries</td>
<td>32</td>
</tr>
<tr>
<td>Packaging, Raw Material, Machinery, Private Label &amp; Contract Manufacturing</td>
<td>28</td>
</tr>
<tr>
<td>Professional beauty salon, Spa, Nail Products and Equipment</td>
<td>27</td>
</tr>
<tr>
<td>Hair Products, Equipment &amp; Salon Furnishings</td>
<td>11</td>
</tr>
<tr>
<td>Natural Health</td>
<td>2</td>
</tr>
</tbody>
</table>

80% of exhibitors expressed an interest to exhibit again in 2013!

Exhibiting objectives are “fully” and “fairly well” achieved:

- Consolidate contacts with buyers/business partners: 77%
- Collect market information: 73%
- Brand-building: 71%
- Look for new buyers: 70%
- Launch new products: 68%
- Explore new markets: 65%
- Seek franchise partners/agents: 46%
Excellent Visitor Numbers at Cosmoprof Asia 2012

- 14% increase in total number of visitors over 2011
- 61% of visitors came from outside Hong Kong, a 13% increase over 2011
- Over 66% of visitors are from management level or responsible for merchandising

Visiting objectives are “fully” and “fairly well” achieved:

- Collect market information: 83%
- Source new products: 77%
- Look for new suppliers: 74%
- Consolidate contacts with suppliers / business partners: 73%
- Seek franchisors / principals: 44%
- Place orders: 44%

Geographical Breakdown of Visitors

- Asia Pacific: 48%
- Hong Kong: 39%
- Europe: 7%
- America: 4%
- Middle East: 1%
- Africa and others: 1%

Top Ten Visiting Countries

- Australia
- China
- Indonesia
- Japan
- Korea
- Philippines
- Singapore
- Taiwan region
- Thailand
- USA
International Buyer Programme

Cosmoprof Asia organised the International Buyer Programme to facilitate direct contact between exhibitors and international buyers. Prominent buyers from Australia, China, India, Japan, New Zealand and Russia were invited to meet one-on-one with exhibitors of their choice. During the 3-day event, more than 140 one-on-one business meetings took place at the International Buyers Lounge with unanimous endorsement from all participants for the benefits of this formula.

Quotes from Visitors:

“Everyone in the industry should come to Cosmoprof Asia at least once. It is an amazing experience.”
- Sanjeev Korada, CEO, Glosel India Impex Pvt. Ltd., India

“We are looking to bring Israeli high-tech medical aesthetic devices to Asia Pacific and came to Cosmoprof Asia looking for good distributors. It is my first time visiting the fair and was pleasantly surprised at how well organised and professional the event is as well as the number of suppliers”
- Orly Barkay, Regional Sales Director APAC, Formatk Multi Care Systems, Israel

“I have been in the industry for 16 years and I can tell you that every part of the industry is represented here [at Cosmoprof Asia]. It is one-stop shopping and the place to be whether you are new to the industry or veteran.”
- Stacey Schieffelin, founder and president, ybf beauty, USA
Concurrent Events
Held alongside the exhibition were educational sessions that delve into important topics with an exciting line-up of industry veterans and speakers.

HAIR

Asia Hair Masters Association Summit 2012
Cosmoprof Asia collaborated with the Asia Hair Masters Association (AHMA) to host a series of activities including the AHMA Hairstyling Awards Final to give talented young stylists a shot at the international stage. The notable hair maestro Mark Leeson and Schwarzkopf Professional celebrated the hair event through hair shows and seminars.

SPA

Cosmoprof Asia Spa Conference
With the growing worldwide interest in the spa and wellness industry, the 5th Cosmoprof Asia Spa Conference gathered 11 spa gurus to discuss the latest and future spa trends and business implications focusing on staff training and customer retention.

NAIL

A main stage located at the Grand Hall foyer served as the onsite activity hub with a plethora of “look and learn” live events for skincare, nail and professional make-up. On 15 November, the spotlight on the main stage fell on the “Hong Kong Professional Nailist Union Competition 2012”. Some 100 contestants from China, Hong Kong, Japan, Korea, Russia, Singapore and Taiwan competed in specific categories including “French Sculpture”, “Tip Nail Art”, “One Tone Sculpture”, “Gel Manicure”, “Design Sculpture” as well as “Fantasy Nail Art”. The judging panel comprised renowned icons from the international nail industry.

SEMINARS
Cosmoprof Asia also offered high level educational seminars specially designed to help professional and companies grow their business. Industry leaders from multiple sectors participated in round-table discussions and panels to share their experience and views.

- “Discover the Packaging World” Seminar
- “Opportunities in the Global Market for Natural & Organic Cosmetics” Seminar
- “A Season of Faith: Autumn-Winter 2013/14 Trend Forecast” Seminar
- “Focus on Japan” Seminar
- International Cosmetic Conference 2012 – “Grow your business in China”
- “How to enter the Chinese Cosmetic Market – Analysis of New Regulations and Introduction of Important Regulations” Seminar
Marketing Campaign

To maximise visitor presence at the show, an intensive and targeted marketing activities were undertaken to attract high-quality audience of beauty and health industry professionals to Cosmoprof Asia 2012.

Direct Mail
More than 330,000 trade invitations were distributed to industry professionals using Cosmoprof Asia global database, including past visitors, interested visitors, association members and government representatives.

Badge Mail
More than 48,000 personal badges were sent to Cosmoprof Asia 2012 visitors prior to the show.

Email Marketing
Eblasts to nearly 100,000 qualified contacts within the Cosmoprof Asia database by means of general newsletter, pre-registration reminder, events updates and seminars enrolment.

Media Coverage
A global advertising campaign was carried out throughout the year. The campaign incorporated a combination of trade magazines, online and newspaper.

  • Trade Publication
  Advertisements and adverts were placed in more than 70 magazine titles from across the world.

  • Newspaper
  Advertisements were placed in the Headline Daily and the Apple Daily a week before the start of the exhibition. A special supplement was placed in the Hong Kong Economic Times and South China Morning Post on the first day of the exhibition.

Social Media
  • Web banners, text links and news were placed in 17 web portals.
  • “Cosmoprof Asia Fan Page” on Facebook, „Cosmoprof Asia Channel” on You Tube

Fair Website
Official website [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com) between Jan – Dec 2012 attracted an average of 15,200 visits and 54,879 page views, proving to be a valuable tool for visitors and exhibitors to access information about the show.

Other Promotional Channels
  • Promotion at Cosmoprof global network of events
  • SMS and Telemarketing
  • Hong Kong Tourism Board’s ‘Business Right Here!’ scheme
  • 20 L-shape banner via Citybus/Newbus.
About the Organiser

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company 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, building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international. SoGeCos Sp.A., a company of BolognaFiere Group, is the organiser of Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas (established 2003). Cosmoprof Worldwide Bologna, the most important meeting point in the world will be held March 8 - 11, 2013 (Cosmopack: March 7 - 10, 2013).

About UBM Asia Ltd
www.ubmasia.com

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. It has over 240 products including 200 trade fairs and conferences, 24 trade publications, 16 B2B/B2C portals and virtual event services. As Asia’s leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, UBM Asia stages the leading events of their kind across the region.

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