



**Press Release**  
**20 November 2014**

## **Cosmoprof Asia 2014 Attracts International Audience**

Cosmoprof Asia 2014, which was held on 12-14 November at the Hong Kong Convention and Exhibition Centre, attracted close to 60,000 visitors from all over the world. China, Korea, Taiwan, Thailand and Japan were the top 5 Asian sources of visitors outside of Hong Kong. International attendees accounted for 64% of the total attendance with 38,059 visitors (up 1.3% compared to 2013) from 93 non-Asian countries. The strong international turnout was underlined by the big increase in representation from the USA and European countries such as Belgium, Denmark, Hungary and Sweden – together with emerging countries such as Indonesia, Myanmar, South Africa and Turkey.

The international flavour of Cosmoprof Asia 2014 was confirmed by the 22 national and group pavilions. The biggest was the Korean pavilion (2,776 square metres), followed by the Italian group (2,329 square metres). A new pavilion under the California Trade Alliance featured 12 companies showcasing colour cosmetics, body and foot care products, brush and personal care products. The international presence was further enhanced by the 8<sup>th</sup> International Buyer Programme which lined up more than 110 one-to-one meetings for some 100 exhibiting companies with selected buyers from China, India, Japan, Russia, Turkey and the UAE.

In terms of exhibitor number and size, it was the biggest ever show – 2,362 exhibitors (up 9% over 2013) from 42 countries and regions covering in excess of 81,500 square metres of exhibition space (up 7% over 2013).

Exhibitors reported excellent results and were extremely impressed by the business opportunities in Asia.

### **GOOD FOR BUSINESS**

“Cosmoprof Asia is a doorstep to all Asian markets, people from across Asia and all over the world fly over here to look for new products. We are exhibiting here for the first time as we are looking to get more exposure to the Asian market. We have a non-stop flow of clients, potential franchisees and stockers who are important for our products,” says Chris Bonnefoy, Director of Gentlemen’s Tonic (Hong Kong).

These sentiments were echoed by many other exhibitors at the show. Jason Kim, General Manager of A.True (Korea) told the Organisers, “We are aiming to expand our products to the Asia market. We are so happy that we already got a lot of meetings with big buyers like Watsons and Sasa. Being in Cosmoprof Asia is fantastic because the visitors here are real professional buyers. We’ve already met several buyers who have a high desire to carry our products.”

French-based Le Petit Olivier added, “It is the second year Le Petit Olivier takes part in Cosmoprof Asia. It is a real opportunity and extremely important for us to be in the French Pavilion which vehicles high quality and professional image of French cosmetics. Last year’s show not only enabled us to start business with Asia countries but also with other continents. Cosmoprof Asia is one of the most important shows in the world and we will participate each year.”

The 3-day show offered a wide variety of events, demonstrations, seminars as well as new exhibition area catering to the wide spectrum of beauty and cosmetics sector.



## DEBUTING NEW ZONE

It was the first year that Cosmoprof Asia launched the “**Spot On Beauty**” area, the new launchpad for innovative beauty brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated in 3,700 square meters at the Convention Hall. 70% are new exhibitors including Black Paint – Myyuki Co., Ltd (Japan), INTERCOSMETICS srl (Italy) and the Lotus (Korea).

Within the Spot On Beauty area, Cosmoprof Asia created a “sampling wall”, called “**Boutique**”, where attendees could choose seven travel-sized sample products from sponsored brands with a donation of HKD100 benefiting the Hong Kong Breast Cancer Foundation. Brands included 86 Shop (Taiwan), A.True (Korea), BaByliss PRO (US), Chihtsai (Taiwan), Christina (Israel), Emilia Cosmetics (Israel), JOSERISTINE (HK), Kaloya (Taiwan), Lashem (US), Parisienne (Italy), Pattrena (Thailand), Tangle Angel (UK), Veggie Soft (China) – together with HCP (Taiwan) who is the exclusive sponsor of the luxurious gift box. The initiative received great support from attendees and raised a total donation of HK\$ 62,500.

Another new section was “**Prestige Avenue**” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brand with targeted distribution. The area hosted ten leading companies renowned for high quality products and services targeting the luxury market.

## NAILS IN THE SPOTLIGHT

Cosmoprof Asia 2014 also had a focus on **Nail and Accessories** - a dedicated zone located at Grand Hall and Foyer presented 124 companies representing the full spectrum from nail care to nail polish, and nail accessories to decorative tools.

The extensive product showcase was further enlivened by “**International Nail Days**”, a 3-day programme connecting nail professionals and promoting knowledge exchange at the Grand Hall main stage. Famous nail artists and industry experts from Japan, Korea and France shared with audience their know-how as well as the latest color trends, texture and technology in their respective country.

Finally, the **Hong Kong Professional Nailist Union Competition 2014**, organised by the Hong Kong Professional Nailist Union on 14 November, gathered 230 operators from China, Hong Kong, Japan, Korea, Russia, Singapore, Taiwan and USA to compete in 8 categories.

## A MORE COMPREHENSIVE SEMINAR PROGRAMME

The comprehensive educational programme at this year’s show included 13 different presentations over the three show days covering the widest scope of topics yet including spa and wellness, nail, beauty trends, market updates as well as innovation and formulation. A total of 775 delegates attended.

Highlight from the programme was the 7<sup>th</sup> Cosmoprof Asia Spa Conference which featured 16 high-calibre spa leaders to discuss hot topics including the impact of social media, tips on entering China, and products retail in day spas. A keynote “An overview on trends: East meets West” was presented by Andrew Gibson, Vice President of Spa and Wellness, Fairmont Raffles Hotels and Resorts.

A number of new subjects were introduced this year, including “Personal Care & Beauty Care from Asia and Europe”, “Consumer Experience”, “Autumn-Winter 2015/16 Seasonal Forecast” as well as “Organic and Natural Market in Japan”. And for the first time at Cosmoprof Asia, the Hong Kong Society of Cosmetic Chemists introduced the “SCC Cosmetic Innovation Summit 2014” to educate delegates about the new technologies and the impact on innovation, product safety and all other aspects of cosmetic products.

## SEE YOU NEXT YEAR

The next edition of Cosmoprof Asia will take place in Hong Kong on 11 -13 November, 2015. For more information on exhibiting and attending, please visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)



## NOTES TO EDITORS

Click the following links to download show photos in high resolution.

<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/01-Visitor.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/02-KoreanPavilion.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/03-ItalianPavilion.jpg>  
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<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/05-BoutiqueProject.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/06-InternationalNailDays.jpg>  
[http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/07-SpaConference\\_Keynote.jpg](http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/07-SpaConference_Keynote.jpg)  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/08-TrendsSeminar.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/09-LiveDemonstration.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/10-Make-upDemonstration.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/11-BusinessDiscussion.jpg>  
<http://apps.ubmasia.com/files/mediaobjects/Files/11/CA2014/12-BusinessDiscussion.jpg>

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint venture between UBM Asia Ltd and BolognaFiere Group.

### About BolognaFiere Group

[www.bolognafiere.it](http://www.bolognafiere.it)

BolognaFiere Group, the world's leading trade show organiser in the cosmetics, fashion, architecture and building, art and culture sectors, features more than 80 domestic and international exhibitions in its portfolio. SoGeCos S.p.A., as organiser of Cosmoprof Worldwide Bologna (established 1967), the most important beauty meeting point in the world, which will take place in Bologna in March 2015 alongside Cosmopack (Cosmoprof 20-23 March, Cosmopack 19-22 March), is privileged to work with the beauty industry in five continents and monitor new emerging markets wherever there is a demand for cosmetic products. The international platform offered by Cosmoprof, with its events 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](http://www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland 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 30 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 23 trade publications, 20 online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

## MEDIA CONTACT

### ASIA

#### UBM Asia Ltd

Ms Amy Ng

Ph. +852.2516.1659

[amy.ng@ubm.com](mailto:amy.ng@ubm.com)

Ms Janice Poon

Ph. +852.2516.2117

[janice.poon@ubm.com](mailto:janice.poon@ubm.com)

### WORLDWIDE

#### SoGeCos s.p.a - BolognaFiere Group

Mr Paolo Landi

Ph. +39.02.45.47.08.320

[paolo.landi@cosmoprof.it](mailto:paolo.landi@cosmoprof.it)

[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

Organiser - Cosmoprof Asia Ltd

