

SPECIAL REPORT: COSMOPROF ASIA 2015

The business of beauty

Fair marks 20th anniversary of showcasing trends and innovations. Reports by Wilson Lau

The international trade of skin and hair-care products, cosmetics, nail, natural health and spa treatments comes together to present the latest trend-setting products, services and market intelligence at Cosmoprof Asia 2015, the largest international beauty trade event in the Asia-Pacific region.

Taking place at the Convention and Exhibition Centre from today to Friday, the event brings together 2,504 exhibitors from 46 countries and regions, and is expected to draw 60,000 visitors. The show takes up all the available exhibition space, with the 84,000 square metres of displays including 22 country pavilions.

Among the exhibitors, 22 per cent are first-timers. The comprehensive range of products and services on display cover six main categories: cosmetics and toiletries; beauty salons; natural health; hair salons; packaging; and original equipment manufacturer (OEM); and nail and accessories.

This year marks the 20th anniversary of Cosmoprof Asia, a testament to the successful partnership between joint organisers UBM Asia and BolognaFiere, says Michael Daak, executive vice-president of UBM Asia.

The fair has grown so large that parts of it will take place at AsiaWorld-Expo next year. "Cosmoprof Asia continues to grow in global importance, because Asia is the new reference point for the growth of the beauty business, as well as for the consumers' domestic spend on necessities and luxury items in the emerging markets,"

including the Red Party that pays tribute to loyal exhibitors. Awards in three categories will be presented: "20 Years of Loyalty"; "Most Valued Customers"; and "Countries of Honour", to Italy and the United States.

Cosmoprof Asia is collaborating with the French design agency Centidages to present a "#FragrancePerformance" experience that engages visitors with customised, multisensory interactive scents.

The French Focus area groups 106 exhibitors from France; 39 of them are first-timers. This special area features

French Buzz, showcasing the latest research findings, technological innovations and creativity in concept and image; and French Studio, dedicated to the key elements of beauty products. The French Cosmetics Awards, organised by Business France, recognises French innovations targeting the mainland China market," Stuen says.

Another featured area is Spot on Beauty, a dedicated platform for new innovations, covering professional beauty, nail, hair, personal care and cosmetics, and natural health. "This section showcases 194 exhibitors from 11 countries and regions. The new Spot on Beauty - Discover Trends area highlights innovations in three fast-growing categories: men, organic beauty and baby care," Stuen says.

Cosmoprof Asia's series of international conferences,

Forum, newly added to Spot On Beauty, where global research companies unveil compelling new trends on beauty product innovations and packaging, and new insights in such Asian markets as Japan, China, Indonesia and Korea with focus on market regulations and compliance issues," Stuen says.

In addition, International Nail Days features presentations and demonstrations by nail artists and experts showcasing the latest fashion and techniques over three days of the fair. The popular "Like My Nails" Facebook contest will also be held.

To further enhance the matching of buyers and exhibitors, the "Match & Meet" mobile app debuts this year. "It's an online platform for exhibitors and selected pre-registered buyers to schedule meetings on their own. There is a nice dedicated area for them to meet up and talk business," Stuen says.



Cosmoprof Asia 2015 brings together 2,504 exhibitors from 46 countries and regions at the Convention and Exhibition Centre.



Beauty device for at-home use from Iboqod Technology

Cosmoprof Asia 2015

COSMOPROF
ASIA HONG KONG
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11-13 November
HONG KONG CONVENTION & EXHIBITION CENTRE

Celebrating 20th Anniversary



spend on necessities and luxury items in the emerging markets," Duck says.

Hong Kong is a regional hub for the trade, thanks to its rule of law, intellectual property protection, freedom of capital movement and excellent transport connections. "As long as we keep the show exciting buyers will continue coming because of the reference point element," he adds. "We focus on helping small- and medium-sized enterprises to grow their business. There are many first-time exhibitors launching new products and building their brands. Cosmoprof enables them to reach international buyers."

UBM Asia's event director Alice Suen says festive events have been lined up to celebrate the fair's 20th anniversary.

Cosmoprof Asia's series of international conferences, seminars and forums is also a big draw. In addition to spotlighting the latest market intelligence, trends and technological breakthroughs, these conferences offer great networking opportunities.

Headlining this year is the eighth edition of the Cosmoprof Asia Spa Conference. Among the line-up of 15 speakers is Jeremy McCarthy, group director of spa for Mandarin Oriental Hotel Group, who will share his insights in the "psychology of spas and well-being". Other topics include the mainland market and medical spas.

"The seminars are collaborative events designed to elevate the interactive learning experience for the participants. There is the Spot on Beauty



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UPCOMING PRODUCT TRENDS

Organic and natural cosmetics
This market has been growing 15 per cent annually in Asia, with demand driven by increasing consumer awareness of health and wellness. In terms of exports, impressive growth has been seen in Brazil and the Asia-Pacific. Brazil is considered to be at the forefront of natural and organic cosmetics product manufacturing.

Multifunctional products
Manufacturers in Korea are the market leaders in developing multifunctional products, and their popularity with consumers worldwide has stayed strong. New innovations include a powder that combines moisturiser, sunscreen, anti-wrinkle treatment, skin whitening and make-up.

Anti-ageing hair care
Consumers the world over seek products that help them to maintain youthful looks from head to toe and are looking

beyond skin care and sun protection to hair care. Specialists from Italy and Spain have formulated hair treatments made from natural ingredients that provide shine and a silky finish.

At-home beauty devices
More consumers in Asia are opting to pamper themselves at home with handy beauty devices, featuring multiple benefits. Japan and Taiwan are the leading producers of these cutting-edge home-use beauty technologies.

Packaging
Recently launched innovations include metal-tip applicators that incorporate a unique cooling sensation into the application process. Ideal for eye and lip products. There is also an airless pump that keeps formulas protected and pure, and it works well with a wide range of formulas, including lotion, serum, oil and mist texture.



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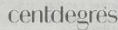


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- Discover Trends

New thematic zone to showcase latest products. The men's beauty, natural and organic, baby care.



BOUTIQUE

A beauty sampling showcase to support The Women's Foundation.



EDUCATION PREVIEW:

- 8th Cosmoprof Asia Spa Conference
- Nail Contests and Demonstrations
- Seminars: Asian markets overview, Men's grooming, Packaging & Innovation

Opening Hours: 09:30 - 18:30

- For trade only. Visitors under 18 will not be admitted.
- Visitor registration counters close 30 minutes before the fair ends.

Enquiry: (852) 2827 6211

www.cosmoprof-asia.com



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