

GLOBAL NEWS

**THE BEST SHOW IN ASIA!**

COSMOPROF ASIA, the largest international beauty trade fair in the region, will celebrate its 20th anniversary from November 11-13 at the Hong Kong Convention and Exhibition Centre.

The partnership between UBM Asia Ltd and BolognaFiere Spa has nurtured a humble event into what is today the ultimate annual destination in Asia for professionals in the beauty industry.

The 2014 edition of Cosmoprof Asia reaffirmed its dynamism with 2,362 exhibitors from 42 countries and regions (including 22 national and group pavillions), over 81,500 square metres of exhibition space (up seven percent on 2013) and 64 percent (up 1.3 percent on 2013) of the 60,000 visitors coming from 124 countries and regions.

Cosmoprof Asia is established as the event for global suppliers and distributors interested in business activity in Asia-Pacific - the fastest-growing beauty and personal care market, with a business transaction of US \$128 billion in 2013, largely driven by Japan, China, South Korea, India and Thailand, as well as emerging markets such as Vietnam and Indonesia.

Over the last two decades, the beauty and personal care industry has grown from strength to strength, and is now worth more than \$US 454 billion in annual retail sales, according to Euromonitor.

Cosmoprof Asia has grown four times bigger since its inception in 1996. It has constantly adapted to changes in the industry/market and today reflects the entirety of the industry, offering visitors unrivalled access to the latest offerings in perfumery and cosmetics, natural and organics, packaging and raw materials, aesthetics and spa, nail, hair and accessories, all represented by major international and Asian companies.

To mark its 20th anniversary, Cosmoprof Asia 2015 has numerous special events and activities in store for global industry professionals, including:

**Spot On Beauty:** This strategic launch pad for new products returns, after its success in 2014. A new pavillion called

**Discover Trends** will house exhibitors representing three emerging segments of the beauty industry – cosmetics for men, natural and organic products, and baby products.

To enhance interactive learning, a dedicated **Trends Forum** has been added to the Spot On Beauty area. Global research companies such as Euromonitor, Groupe Carlin International, Information et Inspiration and Kline will reveal the most compelling trends, insights and developments that are driving innovation in the beauty industry.

The popular charity initiative **Boutique**



will be back: visitors can hand-pick a selection of travel-sized product samples sponsored by 20 exhibitors, to be presented in a customised gift box, for a small donation. All proceeds will go to a selected charity.

**The International Buyer Program** (9th edition) is a key component of the trade program, designed to give exhibitors and high-profile visitors the opportunity to meet and engage in pre-scheduled one-on-one meetings. This creates highly relevant and effective connection between buyers and sellers before and during the show. COSMOPROF-ASIA.COM

*Just say namaste*

DESPITE THE hype about technology and innovation, productivity is slowing - even falling - around the world, with India being one key exception.

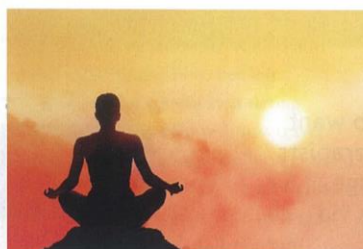
"This is one of today's great economic paradoxes that predates the onset of the 'Great Recession' and for which there is no satisfactory explanation," says economist Thierry Malleret, co-founder and primary author of the Monthly Barometer, a predictive analysis provided exclusively to private investors and today's most influential opinion and decision-makers.

"That said, weak investment does seem to be an important factor."

Writing for The Global Wellness Institute, Malleret explained: "At the micro level, many businesses are now trying to reduce absenteeism and increase

productivity by implementing wellness program for their employees. Yoga often plays a prominent role in this.

"According to the US Sports and Fitness Industry Association, the number of people over 16 practising yoga in the US grows at an average annual rate of more than five percent - far outstripping other 'wellness' activities (3 percent annual growth).



"There is no comprehensive research on how yoga practice correlates with higher productivity, but anecdotal evidence indicates that 'it works'.

"Yoga is part of India's cultural DNA. Prime Minister Narendra Modi is a yoga practitioner who created a ministerial portfolio for Ayurveda, yoga, naturopathy, unani, siddha and homeopathy.

"At his request, the United Nations declared June 21 as the first International Day of Yoga and Modi led a mass-synchronised yoga performance of 45,000 people at the Rajpath in New Delhi."

The Indian PM's request was co-sponsored by a record 177 countries, making it the most supported of any resolution of the UN General Assembly. GLOBALWELLNESSINSTITUTE.COM