

COSMOPROF

ASIA HONG KONG
亞太區美容展
PRESENTS

EXTRAORDINARY

—
GALLERY

16th-18th NOVEMBER 2016
HONG KONG CONVENTION
& EXHIBITION CENTRE

Organiser - Cosmoprof Asia Ltd



THE PROJECT

CONCEPT

WHAT IS IT?

The EXTRAORDINARY GALLERY is the fashion-forward beauty area at Cosmoprof Asia, a distinctive and exclusive environment dedicated to all sectors - Pack&OEM, Cosmetics & Toiletries, Natural Health, Beauty Salon, Hair Salon, Nail & Accessories - where the most stylish cutting-edge brands and companies selected from across the globe will be displayed.



WHO CAN EXHIBIT?

The EXTRAORDINARY GALLERY has been created as an inspirational SHOW-IN-THE-SHOW, the ideal international platform for selected brands and companies from all the sectors of the beauty supply chain. An exclusive hall at Cosmoprof Asia where companies can show why they are so unique, innovative and creative and can offer influential Buyers an eclectic mix of covetable and exclusive products and solutions.



TREND DIRECTION

The EXTRAORDINARY GALLERY is a networking area for the entire beauty industry, the "rendezvous" place, strategically located at the Hong Kong Convention & Exhibition Centre (HKCEC), where International Buyers, Beauty Editors and Bloggers come to scout new products and upcoming trends.

TAILOR MADE SERVICES

- B2B meetings in a dedicated lounge thanks to the INTERNATIONAL BUYER PROGRAMME
- Dedicated Trend Forum with presentations and discussions
- Preferred access to our PR and marketing team to maximize the exposure of the selected eligible exhibitors



THE PROJECT

CONCEPT

WHY EXHIBIT?

- Benefit from an unique and stylish space strategically located to make you stand out from the crowd
- Present your company and products in an upmarket live brand experience
- Generate valuable sales leads and forge partnerships with decision makers and media of the industry
- Get the best possible exposure thanks to Cosmoprof Asia made-to-measure marketing and public relations campaign and customised service
- The cost-effective way to drive brand awareness and develop new business

MOREOVER...

- Extraordinary Gallery is the heart of the show
- The main services dedicated to all exhibitors and visitors of Cosmoprof Asia are located in this area (i.e. Press Office, Buyer lounge, Educational area)
- An exclusive signage at the entrance of the exhibition centre to highlight the direction to the Extraordinary Gallery.

CRITERIA

PACKAGING & CONTRACT MANUFACTURING

- Contract manufacturer (only solution providers & developers, not "fillers")
- Internationality of the exhibitor (in how many countries the products are distributed)
- Brand number (e.g. Estée Lauder) for which the company has developed cosmetic products such as make-up, skincare, nail, toiletries, personal care and perfumery)
- Number of cosmetic lines produced within the same brand (e.g. Clinique and M.A.C.)
- Annual Turnover (USD)
- Number of sales offices/manufacturing plants
- Number of innovative products launched in one year. Reference year: 2015



FINISHED PRODUCT

- Positioning of the product on the market
- Internationality of the exhibitor (in how many countries the products are distributed)
- Number of innovative products launched in one year. Reference year: 2015
- Sustainability
- Number of sales offices/manufacturing plants
- Annual Turnover (USD)
- Number of employees

COMPANIES ARE PRE-SELECTED TO ENSURE
EXTRAORDINARY GALLERY CRITERIA ARE MET

LIMITED SPACE AVAILABILITY

ALL SECTORS ARE REPRESENTED

EXTRAORDINARY GALLERY

PACKAGE DESCRIPTION

Companies are pre-selected to ensure Extraordinary Gallery criteria are met. Limited space availability. All sectors are represented.

- Exhibiting area (raw space minimum 36 sqm)
- Pre-scheduled meetings at the buyer lounge
- Preferred access to our PR and marketing team to maximize your exposure



PRESHOW PROMOTION

- 1 dedicated email blast featuring Extraordinary Gallery exhibitors to Cosmoprof Asia database
- Inclusion in the Press Release introducing all Extraordinary Gallery exhibitors distributed to the Cosmoprof Asia media list
- Brand promotion on the Cosmoprof Asia website
- Dedicated section on Cosmoprof Asia website

ONSITE PROMOTION

- VIP lounge with meeting space reserved in specific timeslots for the Extraordinary Gallery Buyer Programme
- Dedicated trend & marketing summit area
- VIP coach to AsiaWorld-Expo
- 1 full page 4-color advertising page in the Show Directory for each company participating in Extraordinary Gallery
- Brand promotion on the Cosmoprof Asia smartphone app

USD 595 PER SQM
RAW SPACE ONLY (MIN. 36 SQM)
OPEN SIDES SURCHARGE: + 5% (2 OPEN SIDES);
+7.5% (3 OPEN SIDES); + 10% (ISLAND SITE)

DEDICATED SERVICES

INTERNATIONAL BUYER PROGRAMME

Extraordinary Gallery will be a B2B Networking incubator for the beauty industry, the "rendezvous" place for Buyers, International Distributors, Beauty Editors and Bloggers looking for novelty and inspiration.

BY PARTICIPATING IN THE EXTRAORDINARY GALLERY, EXHIBITORS WILL BENEFIT FROM THE INTERNATIONAL BUYER PROGRAMME ORGANISED BY COSMOPROF ASIA.

Face-to-face prescheduled meetings with International Buyers are organised for Extraordinary Gallery exhibitors to optimize their networking and business making opportunities over the show time.

The International Buyer Lounge will be located inside the Extraordinary Gallery.

EDUCATIONAL PROGRAMME

A rich calendar of seminars and presentations will be coordinated by the Trend Agency. Topics preview (to be confirmed):

- Sustainable cosmetic packaging
- Asian market trends



- E-commerce seminars
- Facemasks in the cosmetic market
- Renovation of your brand and corporate image
- Trends

COMPLIMENTARY TRANSFER TO ASIAWORLD-EXPO (AWE)

Organiser provides complimentary VIP coach transfer for Extraordinary Gallery exhibitors to and from AWE.



GET TOGETHER COCKTAIL

On the first day of the show, inside the Extraordinary Gallery, a special party will be organised to build new contacts and connections with buyers, press, and other exhibitors.

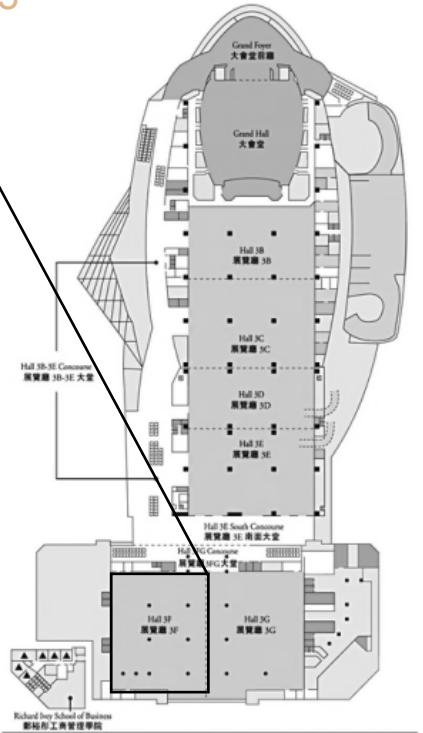
WHERE

HONG KONG CONVENTION & EXHIBITION CENTRE

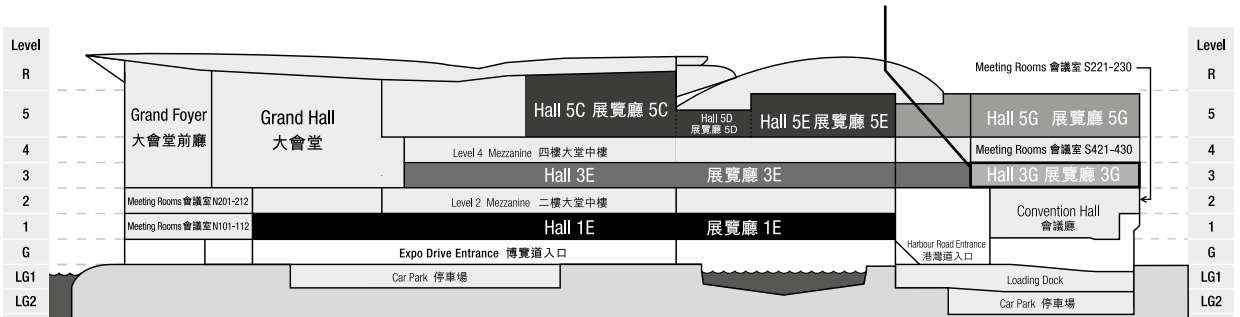
The elegance, design and minimalist atmosphere of the Extraordinary Gallery distinguishes the area from other booths on the show floor. The area will be curated in partnership with an international and well renowned Trend Agency, Centdegrés.

- Special high-end construction for the common area including a «Beauty Avenue» created to drive the visitors' flow
- Customised carpet in the common area
- Dedicated signage including Extraordinary Gallery arches to be located at the entrance of the HKCEC and at the entrance of Hall 3G

HALL 3G LEVEL 3



HALL 3G LEVEL 3



THE BIGGEST EVENT IN ASIA

COSMOPROF ASIA

The only international fair recognised as THE GATHERING POINT OF KEY BUSINESS DECISION MAKERS AND INFLUENCERS for the Asian beauty industry.

2016 Cosmoprof Asia will introduce "1 FAIR 2 VENUES" concept, representing all the beauty sectors: Cosmetics and Personal Care, Beauty Salon, Packaging and Contract Manufacturing, Professional Hair, Nail and Accessories.



FACTS & FIGURES 2015:



centdegrés

A WORLD LEADING GLOBAL BRAND AGENCY

Centdegrés is a French born, now international design lab of almost 100 talents. The main business focus is to help international groups to build stronger brands. The method is to build profound and true emotional bonds between consumers and the brands, through smart creative strategies, which are expressed with strong identities, original product designs, retail concepts which propose different consumer experiences, digital solution that bring added value to the public.



Centdegrés's market is global, with a very strong focus on the Asian market, and particularly Hong Kong and China, with strong creative teams in Shanghai, but also offices in Beijing and recently Seoul. Their belief is "think far, do well". It means they are passionate about developing great ideas, but even more about making them real, to bring success.



In 2015 Cosmoprof Asia and Centdegrés joined hands to celebrate the 20th anniversary of the fair with the exclusive release of four original fragrances.

Le Brun

COSMOPROF

ASIA HONG KONG
亞太區美容展



NOVEMBER 2016
HONG KONG

15TH - 17TH
ASIA WORLD - EXPO

Ingredients, Machinery & Equipment,
Packaging, Contract Manufacturing
and Private Label.

16TH - 18TH
HONG KONG CONVENTION
& EXHIBITION CENTRE

Extraordinary Gallery (all sectors),
Cosmetics & Toiletries, Natural
Health, Beauty Salon, Hair Salon,
Nail & Accessories.

www.cosmoprof-asia.com

A NEW WORLD FOR BEAUTY

BOLOGNA

LAS VEGAS

HONG KONG

Organiser - Cosmoprof Asia Ltd



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THE ORGANISERS:

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

