

Exhibitors at AWE will showcase raw materials, machinery, packaging and contract manufacturing, while the exhibitors of finished cosmetic products will feature at the HKCEC. The implementation of product sectorisation by venue will allow exhibitors to expand their presence, for visitors to better define their sourcing goals, resulting in more business opportunities for all involved. Of the more than 60,000 sqm at the HKCEC, level 1 will be dedicated to Cosmetics and Perfumery, level 3 to Professional Beauty and level 5 will host the Hair and Nail sectors.

A special area called "Discover Trends" on level 3 will focus on Baby Care, Men's Care and Natural and Organic. National and Group Pavilions will be located on all levels according to product sectors. A brand-new exhibition area called Extraordinary Gallery in Hall 3G is dedicated to the most stylish, cutting-edge brands and companies selected from all product sectors - from packaging/machinery/contract manufacturing to finished products - for their innovation, creativity and market uniqueness.



*"One fair, two venues":
the 21st edition of*
COSMOPROF
ASIA *will be
extraordinary*

COSMOPROF ASIA WILL BE BACK IN 2016 WITH A LARGER SCALE AND WILL BE HELD ACROSS TWO FAIR VENUES: THE HONG KONG CONVENTION & EXHIBITION CENTRE (HKCEC) AND THE ASIAWORLD-EXPO (AWE)



This exclusive hall space will have stylish decor befitting the exceptional quality of the exhibitors and their products. Exhibitors in this hall will enjoy the privilege to meet with top buyers and media, and network with the movers and shakers of the

beauty world. AWE with 28,400 sqm is dedicated to the presentation of raw materials, machinery, packaging, contract manufacturing and private label. The first edition of the Innovation Circle will be launched at AWE – an award for innovative technology, creativity and eco-sustainability. The award-winning products (from ingredients to finished products) will be displayed in the main entrance lobby during the fair period. Spotlight on Ingredients is another new feature to help formulators, R&D and business development professionals discover new ingredients, textures and formulation. Together with the expanded exhibition area, Cosmoprof Asia will introduce tools to facilitate networking and increasing B2B meetings and opportunities. The International Buyer Programme

is a key feature of Cosmoprof shows worldwide, and in 2016 the initiative will be expanded and enhanced at Cosmoprof Asia to bring more qualified buyers from the most strategic markets to Hong Kong, and to extend the engagement for participants. A 4-day World Asia Forum, the educational component of the fair across both venues, will bring together business and industry leaders in round- tables, discussions and panels covering the hottest topics and challenges facing the whole beauty industry. In order to maintain the synergies between the two parts of the event, the show dates will be 15th to 17th November at AWE and 16th to 18th November at HKCEC. For the convenience of exhibitors and visitors, the Organisers will provide a free continuous shuttle bus service between the two venues.