

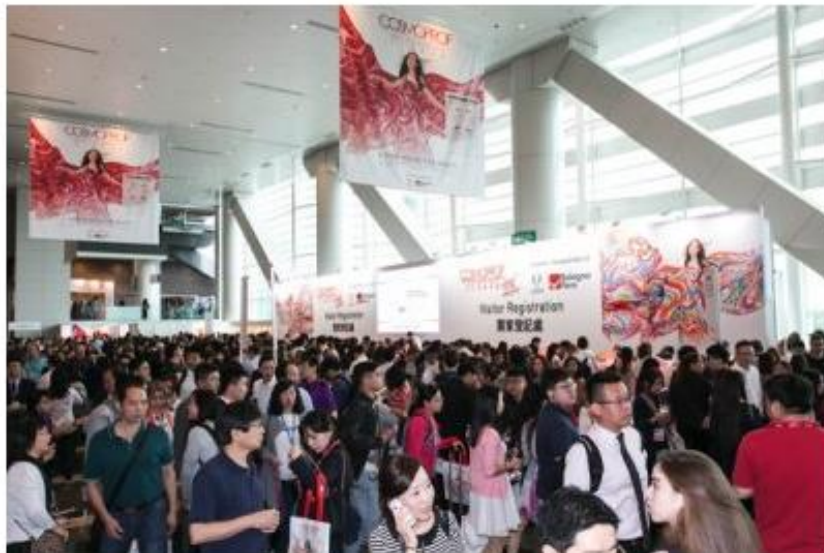
Industry buzz

18 April 2016



Cosmoprof Asia will split in two venues to increase exhibition area in 2016

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)** on the Hong Kong island and the **AsiaWorld-Expo (AWE)** near the international airport.



In 2015, Cosmoprof Asia celebrated its 20th anniversary with a record number of 63,241 visitors.

Exhibitors at AWE will showcase packaging and contract manufacturing and, for the first time, raw materials and machinery, while the exhibitors of finished cosmetic products will feature at the HKCEC.

Expanded areas for finished products

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 will be dedicated to niche and high-end brands selected from all product sectors for their innovation, creativity and market uniqueness.

New categories in the suppliers section

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.



In 2016, all the supply-side (packaging, contract manufacturers, OEM and private label, ingredients, machinery and equipment) will be located at Asia World Expo.

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**. Organisers will also provide a free continuous shuttle bus service between the two venues.

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