



COSMOPROF

ASIA HONG KONG
亞太區美容展

NOVEMBER 2016

HONG KONG

15TH - 17TH

ASIAWORLD-EXPO

16TH - 18TH

HONG KONG CONVENTION
& EXHIBITION CENTRE

Press Release
19 May 2016
For immediate release

2016 Cosmoprof Asia Promotes New Concept of “One Fair, Two Venues: an extraordinary exhibition” in Shanghai

The organisers of 2016 Cosmoprof Asia, BolognaFiere and UBM Asia, jointly held a press conference at Shanghai Pudong Kerry Hotel on 19 May 2016 to introduce the concept of Cosmoprof Asia 2016 to major media outlets and exhibitors from China. Mr. MICHAEL DUCK, Executive Vice President of UBM Asia Limited, and a Director of Cosmoprof Asia Limited, Ms. SILVIA TRACCHI, Marketing Director of Bologna Fiere Cosmoprof and Mr. MATTIA MIGLIO, International Relations Manager of BolognaFiere Cosmoprof presented during the press conference.

The biggest innovation of Cosmoprof Asia 2016 is its new concept of "One Fair, Two Venues" - the 2016 edition will be strategically held across two venues – at the AsiaWorld-Expo from 15 to 17 November, and at the Hong Kong Convention & Exhibition Centre from 16 to 18 November.

Cosmoprof Asia celebrates its 21st anniversary in 2016. After two decades of development, Cosmoprof Asia has emerged as the leading and largest international beauty trade fair in Asia. Last year's edition had the largest exhibition space ever (over 84,000 square meters), the highest number of exhibitors (2,504 from 46 countries and regions) and visitors (63,241 from 119 countries and regions). The "One Fair, Two Venues" concept will enable the Organisers to further tailor and optimise the exhibitor and visitor services, as well as organise special events and marketing initiatives to promote specific product sectors in each venue, marking another milestone of Cosmoprof Asia as a truly professional event.

From 2016, AsiaWorld-Expo (AWE) will host exhibitors of ingredients, machinery & equipment, packaging, contract manufacturing and private label. The "Innovation Circle" award has been created to pay tribute to the "Packaging innovations" and "Formulation - Packaging compatibility". Submitted product entries will be accessed on innovation, creativity and eco-sustainability by the professional judging panel led by Beautystreams, the strategic partner of the Award. Exclusive to Cosmoprof Asia, a new section "Spotlight on Ingredients" will be located at AWE to host exhibitors of ingredients, fragrances, testing, lab equipment and



COSMOPROF
ASIA HONG KONG
亞太區美容展

regulatory solutions, providing an ideal networking and sourcing platform for formulators, R&D personnel, business development and marketing professionals.

The Hong Kong Convention & Exhibition Centre (HKCEC) will host exhibitors of cosmetics and toiletries, natural health, beauty salon, hair salon, nail and accessories. Discover Trends on level 3 is dedicated to products from emerging segments, including baby care, natural & organic and men's care. A new area called Extraordinary Gallery at the HKCEC has been conceived as an inspirational show-in-the-show for selected talented brands and companies from all sectors of the beauty supply chain. This Extraordinary Gallery is organised in partnership with the global design agency Centdegres to create a high-end and unique product display area to highlight the prestigious image of the exhibiting brands.

The International Buyer Programme (IBP), Cosmoprof Asia's exclusive buyer recruitment campaign, will expand its scale in 2016 with more quality buyers invited from China, India, Indonesia, Japan, Korea, Philippines, Thailand, Turkey, UAE and Vietnam, maximising the business opportunities for exhibitors and professional buyers. Match & Meet, the buyer-seller online matching system, will enable buyers and exhibitors to pre-arrange meetings to take place during the show.

The 4-day World Asia Forum, the embodiment of all educational activities, will take place in both AWE and the HKCEC. Over 30 forums and discussions will be organised to address the hottest topics and pertinent issues in the different market segments.

At the press conference, the Organisers also announced that 90% of the available exhibition space has been sold by April with a surge in the number of space applicants. A stellar lineup of exhibitors can be expected in Cosmoprof Asia, including brands from the following product categories: Cosmetics & Personal Skincare – Giffarine (Thailand), Timeless Truth (Taiwan), Nature's Care (Australia); Packaging – HCP (Hong Kong), SGD (France), Capardoni (Italy), Nihon Kolmar (Japan), Axilone Shunhua (China), F.S. Korea (Korea); Professional Beauty & Wellness – General Project (Italy), Lumenis (Hong Kong), Vagheggi (Italy); Nail & Accessories – Francia (Vietnam), Faby Line (Italy), Yves Swiss AG (Swiss); and Hair – BaByliss Pro (Hong Kong), Pettenon Cosmetics (Italy), Shaan Honq (Taiwan). The international presence will be helmed by 21 national and group pavilions including Israel, Turkey, Korea, Taiwan and Japan.

"The positive feedback from our exhibitors once again affirmed the importance and leading position of Cosmoprof Asia in the beauty industry," said Mr. Michael Duck.



COSMOPROF
ASIA HONG KONG
亞太區美容展

“Cosmoprof Asia 2016 expands its exhibition space. The extra space and diversified product segmentation will attract more exhibitors and visitors of high quality, which will be another clear signal of its strength,” said Mr. Roberto Kerkoc, Vice President of BolognaFiere Spa.

Journalists from more than 40 media outlets in Shanghai, including media categories of business, beauty industry, lifestyle, TV and radio, attended the press conference and cocktail reception.

-End-

NOTES TO EDITORS:

Cosmoprof Asia, the premier international beauty exhibition in Asia-Pacific, is organised by Cosmoprof Asia Ltd, a joint-venture between BolognaFiere Group and UBM Asia Ltd.

ABOUT BOLOGNAFIERE GROUP

www.bolognafiere.it

BolognaFiere Group, the world's leading trade show organiser in the cosmetics, fashion, architecture, building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international. BolognaFiere Cosmoprof spa, a company of BolognaFiere Group, is the organiser of Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas (established 2003). Cosmoprof Worldwide Bologna, held March 17 - 20, 2017 with Cosmopack, held March 16-19, 2017, is the most important meeting point in the world for professionals in the beauty sector.

ABOUT UBM ASIA LTD

www.ubmasia.com

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 32 offices and 1,300 staff in 24 major cities. We operate in 19 market sectors with 230 exhibitions and conferences, 28 trade publications, 18 online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. UBM Asia provides a one-stop diversified global service for high-value business matching, quality market news and online trading networks. UBM Asia was awarded 'Asia's Most Reliable Trade Show Organiser Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

MEDIA CONTACT

ASIA

UBM Asia Ltd

Ms Amy Ng

Ph. +852.2516.1659

amy.ng@ubm.com

Ms Janice Poon

Ph. +852.2516.2117

janice.poon@ubm.com

WORLDWIDE

BolognaFiere Cosmoprof S.p.a.

Paolo Landi

Ph. +39.02.45.47.08.320

paolo.landi@cosmoprof.it

www.cosmoprof-asia.com

Organiser - Cosmoprof Asia Ltd

