



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

Organiser - Cosmoprof Asia Ltd



Press Release

For immediate release

15 February 2016

“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)**.

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 for their innovation, creativity and market uniqueness. 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.

For further information, visit our website: www.cosmoprof-asia.com

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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 organizer 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 organizer 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 18 - 21, 2016 with Cosmopack, held March 17- 20, 2016, 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 events, 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 was awarded 'Asia's Most Reliable Trade Show Organiser Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

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