



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

9 September 2016

What to look forward to at Cosmoprof Asia 2016?

“**One Fair Two Venues**” will be the main theme of Cosmoprof Asia 2016 – **AsiaWorld-Expo (AWE)** will be the venue for the packaging, ingredients and processing equipment from **15-17 November 2016**. Finished cosmetics will be showcased at the **Hong Kong Convention and Exhibition Centre (HKCEC)** from **16-18 November 2016**.

The two venues will bring together 2,700 exhibitors, 25 national and group pavilions, and an expected 60,000 visitors in an exhibition area of more than 98,000 sqm.

This year's event promises a number of highlights and features customised for attendees to each venue.

AWE Highlights

At AWE, the spotlight event will be the first edition of **Innovation Circle Awards** curated by the globally-renowned trends agency **Beautystreams**. The Awards recognises the most innovative packaging, design and formula in the beauty industry. Exhibitors specialising in packaging solutions and contract manufacturing are invited to submit products and packaging across six award categories based on the theme “**LEGENDS**” (more information at www.cosmoprof-asia.com/en-us/SPECIAL-EVENTS/Attractions-in-AWE/Innovation-Circle-Awards). Finalists' products picked by a jury of top industry professionals from *AmorePacific*, *centdegrés*, *L'Oreal*, *Marie Dalgar*, *Martha Tillaar Companies* and *NYX Cosmetics* will be prominently showcased at the Innovation Circle Display at the East Lobby of AWE from 15-17 November. The Awards Ceremony will be held on 15 November 2016.

The Lipstick Factory in Hall 5 takes the visitor on a journey that showcases the manufacturing of a luxury lipstick. Visitors will be taken step-by-step through the process, from the meticulous search for raw materials, right up to the mixing and pouring into the stick with a special design. 8,000 complimentary pieces of “**Cosmoprof Asia Limited-Edition Lipstick**” in four new glamorous shapes and textures will be presented to visitors during the three days of the show. The Lipstick Factory involves three Italian exhibitors who are leaders in their fields – *Brivaplast* (packaging), *Chromavis* (formulation) and *Vetraco* (machinery). The project is supported by the *Italian Ministry of the Economic Development* and *ITA – Italian Trade Agency*, in collaboration with *Cosmetica Italia – Personal Care Association*.

Spotlight on Ingredients is a new zone at AWE to help formulators, R&D and business development professionals discover new ingredients, textures and formulation. The area completes the product showcase of the entire beauty industry, offering professionals all segments of the supply chain.



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HKCEC Highlights

At the HKCEC, “**Extraordinary Gallery**” in Hall 3G will take centre stage. The rich design by famous creative agency *centdegrés* offers appealing exhibition space, thoughtfully integrated with a dedicated buyers lounge, press corner, bloggers station as well as a summit area. Visitors can expect to meet the most significant brands and suppliers offering their unparalleled brand assortment and innovative services in an elegant and minimalist atmosphere. A special edition of nail polish in 3 unique colors and textures jointly created by *Groupe Pochet* (world-leading glass maker), *Fiabila* (savoir-faire in nail polish) and *centdegrés* will be presented to visitors with interactive experience at the heart of the hall.

Close to the Extraordinary Gallery will be the **Discover Trends** zone featuring more than 80 companies with their latest offerings in Baby Skincare & Toiletries, Men’s Care, Natural & Organic Cosmetic, as well as Natural Health.

Also returning to Cosmoprof Asia for the 3rd year is **Boutique**, the “shop for charity” campaign, which will be located in Hall 1E Concourse. Visitors will have the opportunity to pick up travel size products of sponsoring companies for a suggested donation to the Hong Kong Breast Cancer Foundation.

Education & Innovation

The **World Asia Forum** held across both venues addresses the industry’s most talked about trends and topics allowing attendees to keep pace with the latest advances across the region. Sessions in AWE will look at the latest ingredients, technologies and packaging to help drive product development, while at HKCEC visitors can discover the latest trends and development in product, branding and marketing. Visitors will have a choice of more than 30 sessions to hear from industry analysts and leaders. The updated agenda and enrolment is available at the fair website www.cosmoprof-asia.com

Visitors may register online at www.cosmoprof-asia.com/en-us/VISITING/Pre-registration to obtain a free admission badge, which will allow access to the show in both venues.

-The End-



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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 organiser in the cosmetics, fashion, architecture and building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international, among which Cosmoprof Worldwide Bologna, the most important beauty meeting point in the world established in 1967 and held in Bologna, Italy. In 2017 it will celebrate the 50th anniversary, from 17-20 March along with Cosmopack, 16-19 March. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established 1996) and Las Vegas (established 2003), provides a truly global marketplace for the beauty industry where brands can find success.

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.

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

