

COSMOPROF
ASIA HONG KONG
亞太區美容展

Organiser - Cosmoprof Asia Ltd



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HONG KONG
14TH - 16TH
COSMOPACK ASIA
ASIAWORLD-EXPO
15TH - 17TH
COSMOPROF ASIA
HONG KONG CONVENTION
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COSMOPROF ASIA KEEPS GROWING

2017's "One Fair, Two Venues" edition registers 83,793 visitors representing 135 countries, +9% compared with last year's exhibition

Hong Kong, 22 November 2017 – Cosmoprof Asia keeps growing, confirming the success of the **"One Fair, Two Venues"** format. The launch of "Cosmopack Asia", held at the AsiaWorld-Expo (AWE) from 14 to 16 November, alongside Cosmoprof Asia in the Hong Kong Convention and Exhibition Centre (HKCEC) from 15 to 17 November, attracted record-breaking numbers. Cosmoprof Asia 2017 reinforced once again its role as the most relevant networking event for the beauty industry in the Asia-Pacific region, gathering under one roof buyers, distributors, suppliers and retailers from all over the world.

83,793 beauty professionals from 135 countries and regions visited the two fair venues, with an increase of 9% compared with 2016. Further statistics reveal 2,877 companies exhibited this year, representing 54 countries and regions, showing an increase of 7% compared with last year. In addition, the exhibition area grew to 108,600 sqm, an 11% increase year on year.

Broken down into country visits, registering the highest double-digit growth leaps were Japan with 24%, Australia with 22% and China with 20%. Singapore's 15%, Indonesia's 14% and Korea's 14% increases were also indicative of healthy growth. The USA and Taiwan region also made it into the top 10 country visits with double-digit growth of 11%. Thailand and the Philippines showed steady growth finishing in the top 10.

Pavilions representing 25 countries and regions increased the international appeal of the exhibition and included Australia, Belgium, Bulgaria, California, China, France, Germany, Greece, Hong Kong, Israel, Italy, Japan, Korea, Latvia, Pakistan, Philippines, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, UK and USA.

Korea was the Country of Honour for 2017, presenting the leading cosmetic trends and novelties of the industry, known worldwide as "K-Beauty".

"This year's expansion of Asia Pacific's most popular and extensive beauty industry expo to two venues has opened up the potential for more cutting-edge products, services and packaging trends to reach the region's growing network of buyers, distributors, suppliers and retailers," commented Michael Duck, executive vice president at UBM Asia Ltd and director at Cosmoprof Asia Ltd "Cosmoprof Asia is undisputedly the event of the year for the industry, and it now has the space to continue to grow exponentially going into the future."

"Cosmoprof Asia's new format across two different product areas has allowed a greater insight into both the industrial reality and finished products, making the Cosmoprof brand even stronger," says Gianpiero Calzolari, president of BolognaFiere. "Cosmoprof Asia collects the entire beauty chain under one roof and is the only event in Asia Pacific that represents all sectors, providing a unique opportunity for visitors to be informed, updated and do business."

COSMOPACK ASIA – AsiaWorld-Expo

COSMOPACK ASIA at AWE put the spotlight on the supply chain. 843 companies from 23 countries and regions took part in the show covering an exhibition area of 38,600 sqm. Exhibitors represented all segments of the industry; raw materials and ingredients, manufacturing, machinery, primary and secondary packaging. Among them were *Art*



Cosmetics, Baralan, B.Kolor MakeUp&Skincare, Chromavis, Englewood, Fiabila, FS Korea, Fusion Packaging, Gipicco's, Gotha Cosmetics, HCP, HCT, IL-Cosmetics, Omnicos Group, Pennelli Faro, Quadpack, Regi, Schwan Cosmetics, SGD, Virospack and Yonwoo, together with country pavilions representing Italy and France.

Among the most interesting initiatives on the show floor, "**The Light Powder Factory**" allowed visitors to observe the entire supply process of a compact powder, from formulation to packaging. The project demonstrated the successful collaboration between the international design agency **Centdegrés** and leading packaging suppliers, manufacturers and companies specialised in machinery and equipment **ACME Cosmetic Components, Cosmei, MYC Packaging Innovation, Nastritex, Omnicos Group** and **Wish-Tech**.

Among the special projects at AWE, "**Cosmolab**" featured a laboratory where visitors could test the technology and supply process for a bath fizzer, thanks to another industry collaboration, this time with **Opal Cosmetics**.

Innovation and research have always been celebrated at Cosmopack Asia. The "**Cosmoprof Awards – Innovation Circle**", in collaboration with Beautystreams and Centdegrés, honoured the best proposals for formulation, technology and packaging among exhibitors in AWE. Chosen by a jury of international beauty experts, the winners were **Gotha Cosmetics S.r.l.** for the category Make-up Formula, **Bkolormakeup & Skincare S.p.a.** for the best Skin Care Formula, **Yonwoo Corporation** for the category Skin Care Packaging Technology, **Starry Vision Co., Ltd** for the best Make-up Packaging Technology and **HCP Packaging Hong Kong Ltd** for the best Packaging Design. **Yonwoo Corporation** won the prestigious Special Jury Award.

This year's **Cosmotalks** attracted high attendance, with designers, trendsetters and international experts from companies, trade magazines and agencies invited to share their know-how on the most cutting-edge beauty issues. The talks were organised with the collaboration of **Beautystreams, Centdegrés, CosmeticsDesign.com, Ecovia Intelligence, Hong Kong Society of Cosmetic Chemists, Neuni Group, NPD, WGSN** and **Yang Design**.

HONG KONG CONVENTION & EXHIBITION CENTRE

From 15 to 17 November, 2,034 companies from 53 countries and regions specialising in finished beauty products exhibited at the **HKCEC** covering all the segments of the cosmetic industry.

Special areas were created in order to better guide attendees during their visit. For example, **Discover Trends** was dedicated to the latest trends and focused on home beauty devices, baby care and halal cosmetics. Sustainability and organic beauty were key topics for the brand new hall dedicated to **Natural & Organic**, answering the growing trend for natural products in the Asia-Pacific market. Last but not least, **Wellness & Spa** covered products and services related to the expanding spa and wellness industry.

The journey of "**The Light Powder**" project continued here. After the discovery of the compact powder production process at Cosmopack Asia, "**The Light Powder Experience**" at HKCEC offered visitors the chance to follow the fascinating shopping experience of a compact powder, where they could try out three different colors and textures of the highlighting powders, which were packed in special cases created by Cosmei. Visitors could also enjoy the social and multi-sensorial installations created by Centdegrés.

At HKCEC, a jury made up of opinion leaders and influencers honoured the most innovative product proposals. The winners of "**Cosmoprof Awards - Beauty Circle**", organised in collaboration with both **Beautystreams** and **Centdegrés**, included **Wunder 2** for the best Make-up Product, **PLABIO Co., Ltd** for the category Skin Care Product, **Manucurist** for the best Nail Product, **Studio Ma D.O.O.** for the category Hair Product and **Gellé Frères France** for Natural & Organic. The Best Beauty Brand Online Award was presented to **Gellé Frères France**.

A busy calendar of conferences enriched the visitor experience on the show floor at HKCEC. The sessions scheduled for **Cosmotalks**, organised in collaboration with **Cosmetic Observer, Creative Capital, Google, Japan Beauty Week, Kline** and **Mintel**, focused on the latest trends on the Asia-Pacific region, especially Korea, Japan and China, as well as on more international issues like the effects of the digital revolution, the development of luxury cosmetics



and the impact of Millennials on cosmetic companies' marketing strategies, sell-out policies and product design.

In **The Forum** area two important conferences took place. The **Cosmoprof Asia Spa Conference**, in collaboration with **AsiaSpa Magazine**, shared details on the latest trends, services and economics of the spa and wellness sector, while the first edition of the **Natural & Organic Symposium**, in collaboration with **Ecovia Intelligence**, focused on marketing strategies and trends for the green beauty market.

Cosmoprof Onstage hosted live shows and demo sessions on make-up, nail art and hair styling with special attention to "K-Beauty", presented by Korea as Country of Honour 2017. Meanwhile, the AHMA hair show was staged to showcase the latest hairstyles and techniques by renowned hair masters and emerging talents. In addition, the Japan Beauty Week "Catch up! Japanese New Kawaii Beauty" show presented Japan's latest make-up trends in collaboration with Japan's popular women's magazine "non-no". The last show day featured the Hong Kong Professional Nailist Union Competition 2017, organised by the Hong Kong Professional Nailist Union with more than 200 contestants from around the world taking part in eight categories.

Boutique, a sample-bar of cosmetics in travel-size format, continued its success into its fourth year featuring 14 sponsored products and packaging by Baralan. Visitors purchased mini-size products for a symbolic price, with revenues going towards the **Hong Kong Breast Cancer Foundation**.

Save the Dates

The 23rd edition of Cosmoprof Asia will take place from 13 to 15 November 2018 with Cosmopack Asia at AsiaWorld-Expo (AWE) and from 14 to 16 November 2018 at the Hong Kong Convention & Exhibition Centre (HKCEC).

For further information on this year's event, please visit 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 is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. In 2017 Cosmoprof Bologna celebrated its 50th anniversary. For the 2018 edition, opening days are different according to the specific area of the exhibition, in order to facilitate the organization of business trips to Cosmoprof Worldwide Bologna. From Thursday 15 to Sunday 18 March doors are open for all specialists in retail, Perfumery and Cosmetics, Green and Natural, and for the country pavilions linked to these sectors, in conjunction with Cosmopack; the halls dedicated to beauty professionals - Hair, Nail, Beauty Salon & Spa - with their country pavilions will open as usual from Friday 16 to Monday 19 March. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established in 1996) and Las Vegas (established in 2003), provides a truly global marketplace for the beauty industry where brands may grow.

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 event organisers 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 presence in 25 major cities with 36 offices and over 1,600 employee. We have over 200 employee based in Hong Kong. With a track record spanning over 30 years, UBM Asia operates in 11 market sectors with over 290 events, 28 targeted trade publications, 18 round-the-clock online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide 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 Organizer Award' in Hong Kong's Most Valuable Companies Awards (HKMVCA) 2016.

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