

COSMOPROF
ASIA HONG KONG
亞太區美容展

Organiser - Cosmoprof Asia Ltd



NOVEMBER 2017
HONG KONG
14TH - 16TH
COSMOPACK ASIA
ASIAWORLD-EXPO
15TH - 17TH
COSMOPROF ASIA
HONG KONG CONVENTION
& EXHIBITION CENTRE
www.cosmoprof-asia.com

Press Release
For Immediate Release
1 November 2017

Cosmoprof Asia 2017 – All About Education

Cosmoprof Asia, the leading beauty B2B event in the Asia-Pacific region, is more than just a treasure trove of beauty and personal care products; it is the centre stage for the latest insights and trends of the cosmetics industry, a place where the whole world congregates to increase their market knowledge and network with industry leaders and peers. Many events and seminars will be held throughout the fair across two venues – AsiaWorld-Expo (AWE) and the Hong Kong Convention & Exhibition Center (HKCEC), as shown below:

COSMOTALKS

Cosmotalks is a series of seminars to be held at both AWE and HKCEC from 14-17 November. At AWE, the seminars will focus on the most relevant and interesting topics related to the cosmetic industry – innovation and research, formulation, cutting-edge natural raw materials, eco-sustainable design and new packaging solutions, together with market research in the Asia-Pacific region. These seminars are organised in partnership with **Beautystreams, Centdegrès, CosmeticsDesign.Com, Ecovia Intelligence, Hong Kong Society of Cosmetic Chemists, Neuni Group, NPD, WGSN** and **Yang Design**.

Meanwhile, at HKCEC, you can find specific talks on the trends that are affecting the development of the industry, both locally, with a focus on beauty trends in Korea, Japan and China, and globally, with an analysis of the digital impact on the beauty industry; luxury cosmetics; and the impact of millennials on marketing, sales and product development strategies. These educational sessions are organised in collaboration with partners such as **Beautystreams, Cosmetic Observer, Creative Capital, Google, Kline** and **Mintel**.



SPA CONFERENCE

The Spa Conference celebrates its tenth edition this year, with a focus on the trends, novelties and economic development of the spa industry. Managers and spokesmen from the most prestigious hotel associations will lead the panel of speakers, focusing on main Asian markets. This event will be held at **The Forum** area, a place dedicated to thematic seminars in HKCEC, from 15-16 November.

NATURAL & ORGANIC SYMPOSIUM

In conjunction with the debut of the new Natural & Organic zone in Cosmoprof Asia 2017, the Natural & Organic Symposium will be held at **The Forum** area at HKCEC on 16 November. This symposium, organised in collaboration with **Ecovia Intelligence**, features three sessions devoted to the analysis of the natural and organic cosmetics market: including the main trends, opportunities and challenges, marketing and distribution strategies and what are the consumers' expectations on certified organic products.

COSMOPROF ONSTAGE

Cosmoprof Onstage is where all beauty trends come to life. Happening on the main stage of Hall 5C, HKCEC from 15-17 November, there will be live shows and demo sessions on hair styling, nail art creations, make-up techniques, beauty treatments and presentations of innovative products.

The highlight of the event will be the **K-Beauty Shows**. This show, presented by Korea which is this year's Country of Honor, features thematic seminars and live demonstration showcasing the best of Korean beauty trends.

The Japan Beauty Week's "**Catch up! Japanese NEW Kawaii Beauty**", to occur on 16 November, is another highlight. Presented in collaboration with Japan's popular women's magazine "non-no", this show will feature renowned make-up artist from Japan who will be introducing Japan's latest make-up trends to the world.

Meanwhile, happening on 17 November is the **Hong Kong Professional Nailist Union Competition 2017**, organised by the Hong Kong Professional Nailist Union. This exciting nail competition will see more than 200 contestants from around the world competing in 8 categories, including French Sculpture, One Tone Sculpture, Gel Manicure, Flat Art Tip Design, Fantasy Nail Art, Mix Media Boxed Nail Art, Manicure Art and Vocational College Manicuring.

For further information, please visit www.cosmoprof-asia.com



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.

MEDIA CONTACT

ASIA: UBM Asia Ltd

WORLDWIDE: BolognaFiere Cosmoprof Spa

Organiser - Cosmoprof Asia Ltd



Ms Amy Ng

P: +852.2516.1659

amy.ng@ubm.com

Ms Janice Poon

P: +852.2516.2117

janice.poon@ubm.com

Mr Paolo Landi

P: +39.02.45.47.08.320

paolo.landi@cosmoprof.it

Ms Arianna Rizzi

P: +39.02.45.47.08.253

arianna.rizzi@cosmoprof.it

FOLLOW US

www.cosmoprof-asia.com | [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Youtube](#) | [Instagram](#) | [Weibo](#) | [Blog](#)
