

**COSMOPROF**  
ASIA HONG KONG  
亞太區美容展

Organiser - Cosmoprof Asia Ltd



**NOVEMBER 2017**  
HONG KONG  
**14<sup>TH</sup> - 16<sup>TH</sup>**  
COSMOPACK ASIA  
ASIAWORLD-EXPO  
**15<sup>TH</sup> - 17<sup>TH</sup>**  
COSMOPROF ASIA  
HONG KONG CONVENTION  
& EXHIBITION CENTRE  
[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

**Press Release**  
**For Immediate Release**  
**11 October 2017**

### **New Initiatives at Cosmoprof Asia 2017**

Cosmoprof Asia, the leading B2B beauty event in the Asia-Pacific region, is the ideal place to find the region's latest trends and innovations, thanks to the special events planned at the two trade fair venues: AsiaWorld-Expo (AWE) (hosting Cosmopack Asia) from 14 to 16 November; and the Hong Kong Convention & Exhibition Centre (HKCEC) from 15 to 17 November.

This year, the show will welcome more than 2,800 exhibitors as well as 24 country and group pavilions at both venues. Korea has been appointed as the Country of Honour as it is arguably one of the most important cosmetic manufacturing centers and markets in the region. 549 Korean exhibitors this year are showing an increase of 17 percent in number compared to last year's show.

#### **THE LIGHT POWDER: From FACTORY to EXPERIENCE**

In collaboration with **Centdegrés**, Cosmoprof Asia presents "**The Light Powder**", a project that involves both trade fair venues in showcasing the production process and customer experience of a compact powder.

Cosmopack Asia will set up "**The Light Powder Factory**" at AWE, a live compact powder production line to show how a deluxe compact powder is made. The process continues in the HKCEC with "**The Light Powder Experience**" where the compact powder will be available in three different shades and a special palette package. This social and multi-sensory experience is available for visitors thanks to the special installations created by Centdegrés.

This project involves the joint efforts of leading packaging and OEM companies: **ACME Cosmetic Components**, **Cosmei**, **MYC Packaging Innovation**, **Nastritex**, **Omnicos Group** and **Wish-Tech**.



## **COSMOPROF AWARDS**

This year, 314 entries have been submitted by 178 exhibiting companies at both venues for the Cosmoprof Awards organised in collaboration with **Beautystreams** and **Centdegrés**. "**Cosmoprof Awards - Innovation Circle**" will honour the most innovative formulations, technologies and packaging by exhibitors at Cosmopack Asia, while "**Cosmoprof Awards - Beauty Circle**" will award the finest finished products by exhibitors at HKCEC. The winners will be selected by two distinguished juries involving 27 industry experts.

## **COSMOPROF TRENDS**

**Cosmoprof Trends**, a project by **Beautystreams**, is an authoritative guide for visitors to understanding the latest trends. This guide features the most innovative products and main macro-trends and will be available to reporters, buyers and professional operators, so that they do not miss the best of Cosmoprof Asia 2017 and are able to spot the latest trends in the Asia Pacific region. A selection of products will also be displayed in the HKCEC Press Office.

## **COSMOLAB**

"**CosmoLab**" is a multi-sensory lab in the "Ingredients & Lab" section in Cosmopack Asia created in collaboration with **Opal Cosmetics**. Visitors will be able to create their own fizzer and also have a chance to witness the production process and technology used in making 'bath fizzers'.

## **BOUTIQUE**

"**Boutique**", a charity initiative and at the same time a beauty sampling bar, celebrates its 4<sup>th</sup> edition at HKCEC. It offers an assortment of travel-size products by selected exhibitors of which visitors can purchase with a symbolic donation. The purchased goods will be packed in a special shopping bag produced by **Baralan**. Proceeds from this initiative will be donated to the **Hong Kong Breast Cancer Foundation** for breast cancer research.

For further information, visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com).

## **Save the Dates**

The 22<sup>nd</sup> edition of Cosmoprof Asia will take place from 14 to 16 November 2017 at AsiaWorld-Expo (AWE) and from 15 to 17 November 2017 at the Hong Kong Convention & Exhibition Centre (HKCEC).

###



## 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](http://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](http://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



#### Ms Amy Ng

P: +852.2516.1659  
[amy.ng@ubm.com](mailto:amy.ng@ubm.com)

#### Ms Janice Poon

P: +852.2516.2117  
[janice.poon@ubm.com](mailto:janice.poon@ubm.com)

#### Mr Paolo Landi

P: +39.02.45.47.08.320  
[paolo.landi@cosmoprof.it](mailto:paolo.landi@cosmoprof.it)

#### Ms Arianna Rizzi

P: +39.02.45.47.08.253  
[arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)

### FOLLOW US

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