

Date: 9 October 2019

COSMOPROF ASIA 2019 will be held as scheduled on 12-14 November at AsiaWorld-Expo (AWE) and 13-15 November at Hong Kong Convention and Exhibition Centre (HKCEC) in Hong Kong.

To our valuable exhibitors, visitors and participants,

Thank you for your support to Cosmoprof Asia 2019. We are committed to organising a safe and enjoyable trade experience for our exhibitors and visitors. Like you, the Cosmoprof Asia team has been monitoring the developments in Hong Kong closely and working meticulously with our partners: venue management, contractors, hotels, security, and services providers to create additional measures and plans to enable a seamless trade experience.

As our valued Cosmoprof Asia community members, we would like to share with you some of the NEW significant measures and benefits we have adopted to ease your participation to Cosmoprof Asia in Hong Kong.

1. 10,000 Hotel Room Nights to Nominated Buyers (Exhibitors)

We are unlocking 10,000 complimentary hotel room nights exclusively for trade buyers invited by exhibitors. Each exhibitor may submit the names of two (2) trade buyers who will be entitled to enjoy two (2) complimentary hotel room nights during the Cosmoprof Asia show dates. Exhibitors will receive a special notice on this incentive programme with details and booking procedures in the coming week.

2. Security Measures

Your safety is our top priority. We have taken precautionary measures to assure safety and minimise inconvenience. The show venues AWE and HKCEC have confirmed heightened security measures including tightened access control, increased number of security staff, and real-time monitoring of protest movement etc. We will closely monitor the situation and keep the communications line open.

3. Complimentary Shuttle Bus Service

Enhanced complimentary shuttle bus service up to 500 bus trips to enable more comfortable and efficient travel for fair participants between the Airport and HKCEC/AWE to the Eastern and Western districts of Hong Kong Island and Kowloon, and vice versa. We will monitor the situation closely and adjust the routes if necessary.

[Shuttle Bus Services & Schedule](#) (click [here](#))
(as of 8 October 2019)

4. Cross-border Transportation

For our valuable guests from China, we also offer the cross-border shuttle bus taking them from Guangzhou and Shenzhen to AWE and HKCEC. Advance booking is required. To reserve your seat, please follow our WeChat account CosmoprofAsia. Booking page will open on 14 October 2019.

[Cross-border Shuttle Schedule](#) (Click [here](#))
(as of 8 October 2019)

5. Marketing & Visitor Promotion

Ensuring Cosmoprof Asia 2019 continues to provide high quality visitors to our event is our top priority. As such, we have double down in our visitor outreach and marketing promotions.

- Massive telemarketing campaign to reach 30,000 buyers from Hong Kong, other Asia and overseas countries. Over 67% buyers have confirmed to attend.
- Customised SMS reminder to 50,000 pre-registered and potential buyers from Hong Kong and China
- Hotel sponsorships to 300+ selected VIP buyers from ASEAN countries and China
- 150 hosted buyers by International Buyer Programme confirmed their attendance including **@cosme (Japan), Lazada.com (Singapore), Luxasia (Singapore), International Salon Supplies (Australia), Suning.Com (China), Tmall Global (China), Innova (Colombia), Argus CMPO (India), Fashion Identity (India), Nature's Story (Myanmar), Nu Skin (Netherlands), BEAUTYKINK (Nigeria), Lashpro (South Africa), SD Biotechnologies (South Korea) and Greenville (Thailand).**
- LinkedIn Account Targeting adv to reach up to 300,000 active companies from Cosmoprof Asia database and engage them to visit the show
- 50% increase of advertising budget to capture audience online-to-offline including local and international trade magazines, newspapers, radio and video broadcast, Cosmoprof Asia social media channels (up to 42,000 followers) and WeChat Moments.
- Targeted eBlasts to Cosmoprof Asia database and connect with 100,000 potential buyers

6. Dedicated Counter at Hong Kong International Airport

Dedicated welcome kiosks will be set up at the arrival hall A & B of Hong Kong International Airport to greet and welcome our international exhibitors and visitors from 11-14 November 2019 (operating hours: 09:00 to 18:00) and give advice and update on transportation when necessary.

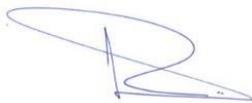
With reference to recent trade fairs in Hong Kong, the impact of public incidents to the fairs are minimal, including the September Hong Kong Jewellery & Gem Fair organised by Informa Markets. Commercial activities in this dynamic and business-oriented city go on as usual. It is also true that, the public incidents usually take place over the weekend while Cosmoprof Asia is taking place during weekdays which means there is a lesser concern on safety. Between now and Cosmoprof Asia, 20 major trade events are scheduled (click [here](#)).

As a business traveler to Hong Kong, you are advised to pay close attention to flight and other transport information, exercise increased caution, and avoid large outside public gatherings. Also, check out our communication channels. We will closely monitor the situation and share updates with you on our [website](#) and social media.

We are here to support and welcome you in Hong Kong. If you have more specific questions, please do not hesitate to get in touch with us.

We look forward to seeing you at Cosmoprof Asia in Hong Kong!

Yours sincerely,



David Bondi
Senior Vice President
Informa Markets



Enrico Zannini
General Manager
BolognaFiere Cosmoprof Spa