

Press Release

For Immediate Release

COSMOPROF ASIA 2019 WELCOMES THE GLOBAL BEAUTY COMMUNITY

[HONG KONG, 13 November 2019] – **Cosmoprof Asia**, the most important beauty industry event in the Asia-Pacific region, welcomes professionals and companies from all over the world for its 24th edition, facilitating business development and networking opportunities.

Running from 12–15 November 2019, the exhibition is hosting **2,955 exhibitors from 48 different countries and regions**, showcasing their new products and services across two venues comprising **118,900 sqm of exhibition area**.

24 Country, Region and Group Pavilions showcase new projects from across the globe, with small and medium-sized companies coming from Australia, Belgium, Bulgaria, California, China, France, Germany, Greece, Hong Kong, Israel, Italy, Japan, Korea, New Zealand, Poland, Singapore, Spain, Switzerland, Taiwan region, Thailand, Turkey, UK, USA, and for the first time, Russia.

Korea is the Country of Honour for the 2019 edition, showcasing around 600 companies across all sectors and presenting seminars and live demonstrations of what is new in K-Beauty.

The **“One Fair, Two Venues”** format helps the attendees schedule their activities on the show floor: **Cosmopack Asia**, held at AsiaWorld-Expo (AWE), presents the best solutions for the supply chain; **Cosmoprof Asia**, in the Hong Kong Convention and Exhibition Centre (HKCEC), hosts the best offerings for finished product.

“Cosmoprof Asia reaffirms its role as the perfect stage to discover innovative cosmetic products influencing Asian markets,” says **Gianpiero Calzolari, President of BolognaFiere Group**. “The exhibition is a natural destination for the beauty community to understand the best solutions to improve their business in Asia and take advantage of the great economic opportunities offered by the continent.”

“Cosmoprof Asia continues to present an insightful and forward-looking picture of the cosmetic world, including the all-important Asia market,” says **David Bondi, Senior Vice President - Asia, Informa Markets and Director, Cosmoprof Asia Ltd**. “It is an invaluable resource for all industry stakeholders, offering an annual barometer for the present status quo and game changing insights into future trends. Most importantly, Cosmoprof Asia is second-to-none when it comes to networking and business.”

COSMOPACK ASIA 2019

Cosmopack Asia from 12–14 November at AWE, will focus on innovation and sustainability, with revolutionary raw materials and ingredients, cutting-edge machinery and automation, and avant-garde solutions for contract manufacturing and primary and secondary packaging.

Special initiatives within the eight halls of the fair venue will enrich the experience of attendees.

The **MEXME Factory** is showcasing the development and production of a revolutionary all-in-one cosmetic tool, designed by international design agency **centdegrés**, in collaboration with leading companies exhibiting at Cosmopack Asia. All steps of the manufacturing process are showcased live, from manufacturing to packaging, to create the MEXME product. Attendees can customise each product to their needs, combining different make-up tools both for the eyes and the lips. The project has been made possible thanks to the manufacturing expertise of Red of View (formulas), Baralan (primary packaging), Wish-Tech (robotics), Cho Chuang (custom packaging) and Yecai Paper Products (secondary packaging).

COSMOLAB, the special project in partnership with **Opal Cosmetics**, is focusing on aromatherapy and fragrances, leading visitors to discover how different scents can influence our emotions. The sensorial journey ends with the production of a customised fragrance. This initiative is organised in collaboration with **IFF** for fragrance and **Premi** for primary packaging.

COSMOPROF ASIA 2019

Cosmoprof Asia, running from 13–15 November at HKCEC, presents an invaluable view of the most on-trend finished goods. Special initiatives were created with professional attendees in mind, showcasing avant-garde trends and solutions.

Sustainability is the key focus for the 2019 edition; thanks to the collaboration of **centdegrés**, the exhibition is focusing on cutting-edge sustainable solutions, providing visitors with suggestions and updates on how to turn their business to more sustainable practices.

The **World of Fragrances** plays a central role on the stage too as the sector is becoming one of the best performing segments for the beauty market in Asia. In partnership with NEZ Magazine, Cosmoprof Asia is hosting an olfactory archive, featuring 30 niche perfumes that have become true icons.

COSMOTRENDS, curated in partnership with the international trend agency BEAUTYSTREAMS, presents a first glimpse of the latest innovations anticipated to have

strong impacts on the Asian markets, as presented by 2019 exhibitors. After the show, a complete report will be released, providing a unique insight into the region's upcoming cutting-edge trends for press, trend scouters, buyers and retailers.

ON HAIR, the special initiative dedicated to hair professionals brings the most creative hairstyling to the show floor, with fascinating performances and workshops. The event features the collaboration of the largest professional hairstylists' organization in the world, **OMC Hong Kong**.

COSMOPROF & COSMOPACK ASIA AWARDS

Cosmoprof Asia presents the most avant-garde solutions for the beauty industry, from the supply chain to finished product. The **Cosmoprof & Cosmopack Asia Awards** celebrate exhibitors investing in technology, research and innovation. From 614 original entries, **BEAUTYSTREAMS** and a jury of key opinion leaders, experts and journalists, have selected the most impressive products and services. On the show floor, special areas in AWE and HKCEC are showcasing the 40 finalists of the 2019 edition, and for the first time, visitors can make a vote to decide the winner for the category Visitors' Choice.

COSMOTALKS

In both venues, industry leaders share their knowledge and insights on the latest trends, sustainable practices, new challenges for beauty companies and the best-performing markets and sectors in Asia. In HKCEC, educational offerings in the form of live shows, nail competitions, and presentations are available with **ONSTAGE** sessions.

In addition, for the first time, Cosmoprof Asia is partnering with Euromonitor International, the world's leading independent provider of strategic market research, to give all pre-registered visitors a complimentary market report on skincare trends across Asia 2019 and beyond. A Cosmotalks session is organised at HKCEC to present the findings of this report and share deeper insights, covering topics such as, 'Where is the growth market within skincare?' and 'What products are currently on-trend?'

For more information about the show, visit: www.cosmoprof-asia.com

NOTES TO EDITORS:

Download the high-resolution images at the following link: <http://bit.ly/2NR0gAm>

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ABOUT THE ORGANISERS:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and UBM Asia Ltd. UBM Asia Ltd is now trading as "Informa Markets", a division of Informa PLC.

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. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. In 2020, South China Beauty Expo, a new show in Shenzhen, China, will be scheduled in July. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with **Beauty Fair - Feira Internacional De Beleza Profissional**, and in Asia.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2020** serving the East Coast and USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.