

Press Release  
Immediate release

**COSMOPROF CBE ASEAN 2020**  
**Cosmoprof inaugurates new exhibition**  
**in South East Asia to support the growth and development**  
**of the cosmetic industry worldwide**

September 23, 2019, Bangkok - A new addition to the international network of Cosmoprof events – **Cosmoprof CBE ASEAN** – is scheduled from **17-19 September 2020** at the **IMPACT Exhibition & Convention Center** in Bangkok, Thailand.

Cosmoprof CBE ASEAN is the fifth iteration of the renowned Cosmoprof format, started 53 years ago in Bologna, Italy. Since then, Cosmoprof has created an international community involving more than 500,000 professionals and over 10,000 beauty companies through its events in Bologna, Las Vegas, Hong Kong and Mumbai.

Cosmoprof CBE ASEAN is a collaboration amongst the BolognaFiere Group, the organiser of the Cosmoprof exhibitions, Informa Markets and China Beauty Expo (CBE). Taking its origins from the existing events Beyond Beauty ASEAN Bangkok and ASEANBeauty, this new exhibition aims at providing new suggestions and inspirations to the beauty sector in South East Asia, combining the expertise of the world's leading beauty trade show organisers.

"We are honored to announce the first edition of Cosmoprof CBE ASEAN – says **Gianpiero Calzolari, President of BolognaFiere Group** – Cosmoprof CBE ASEAN is the result of the new strategy conceived by our Group to facilitate international development of our key exhibitions, in partnership with other leading trade show organisers. We really believe that collaboration and teamwork are the only basis for a stable economic growth."

**David Bondi, Senior Vice President of Informa Markets** said: "In launching Cosmoprof CBE ASEAN, Informa Markets combines the strength of our two beauty events held in Thailand – ASEANBeauty and Beyond Beauty ASEAN Bangkok – into a single stronger platform dedicated to offering more business opportunities for the beauty industry and providing quality content to one of the fastest growing region."

**THE BEAUTY MARKET IN SOUTH EAST ASIA**

Cosmoprof CBE ASEAN Bangkok is poised to be the gateway to beauty markets in South East Asia, a region with a combined population of 750 million people in 10 countries – Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam and a combined GDP of \$2.8 trillion. The establishment in 2015 of the ASEAN Economic Community (AEC) reduced trade barriers facilitating the free movement of goods, services, capital, and skilled labor within the region, stimulating rapid trade and economic development for its member countries. The cosmetic sector is one of the most important sectors. By 2020, investments in the personal care sector is expected to reach \$10 billion. Among the best performing distribution channels, e-commerce will register an economic value of up to \$88 billion by 2025, compared to just \$6 billion in 2015.

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In picking Thailand as the new meeting point for the beauty universe, Cosmoprof recognizes the important economic and cultural role the country plays in the region. International experts and opinion leaders attest to the role that Thai Beauty has played in the world. The country exports products, technological innovations and services throughout the Asian continent with over 760 high-quality manufacturers on its shores. Thailand is today a leading supplier of beauty products to China, Japan and South Korea. Moreover, the competence and reputation of local operators has prompted many Asian companies to invest in new production facilities in the country, in order to certify their products as Made in Thailand. Many local brands are also developing personal care products following Thai traditions.

**M Gandhi, Group Managing Director (ASEAN) of Informa Markets** said: "I am extremely proud to be part of this launch – the very first Cosmoprof CBE ASEAN – in Thailand. The kingdom is the 5<sup>th</sup> destination for Cosmoprof, the international beauty event well recognized and trusted by buyers and exhibitors from around the world. I am confident that Cosmoprof CBE ASEAN will advance the growth and development of the beauty industry in Thailand, and ASEAN at large. Cosmoprof CBE ASEAN will also raise the profile of Thailand-made beauty products internationally and promote the uniqueness of Thai beauty to the global market."

#### **THE EXHIBITION**

Over **800** exhibitors and more than **15,000** visitors are expected at the IMPACT Exhibition & Convention Center in Bangkok for the first edition of Cosmoprof CBE ASEAN. An exhibition area of **25,000** square meters will host the most innovative companies in the beauty sector, mainly from the Asian continent (China, Japan, Indonesia, India, Korea, Philippines, Taiwan region), and also from Europe and the United States. This will be a unique opportunity to meet entrepreneurs, managers, company directors, R&D, brand marketing managers and retailers from around the world.

The event will be divided into two major product areas for the benefit of buyers:

- The **Branded Finished Products** area will present finished product brands in the Perfumery & Cosmetics, Beauty Salon & Spa, Hair & Nail, Natural & Organic, Herbal Products, Nutraceutical & Food Supplements segments. A 'Beauty Made in Thailand' section will serve as the exclusive showcase for local companies.
- The **Supply Chain** section will host all parts of the production chain: Contract Manufacturing, OEM & ODM, Private Label, Machinery, Primary and Secondary Packaging, Ingredients. Within this area, companies and operators can find the most suitable partner for the launch of new projects.

"We believe there is strong market potential in South East Asia, especially in Bangkok which is recognised as the hub for the beauty business in the ASEAN region. Thanks to China's "One Belt, One Road" initiative and development, business relations between China and the ASEAN countries has grown stronger by the day, creating lots of opportunities for the beauty industry from supply chain to finished products." said by **Ms Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd.**

#### **SPECIAL PROJECTS AND INITIATIVES**

To facilitate networking between professionals and companies and offer new insights of the trends and characteristics of the South East Asian markets, participants in Cosmoprof CBE ASEAN can take advantage of the key initiatives of the Cosmoprof network events. CosmoTalks will involve

experts and industry leaders to analyze future development prospects for the market and the cosmetics industry. There will be live demos and shows dedicated to professionals by Cosmoprof Onstage.

“Through Cosmoprof CBE ASEAN, we will be able to offer our global beauty community a new stage at which to enrich their networking and take advantage of new business opportunities,” states **Enrico Zannini, General manager of BolognaFiere Cosmoprof SpA**. “At the same time, we will put our expertise in the beauty sector at the disposal of local entrepreneurs and professionals, giving them new inspirations for their projects”.

For a preview of the most innovative trends and products to be seen during the event, journalists, buyers and talent-scouters can refer to the CosmoTrends report, created in collaboration with major international trend agencies.

The Buyer Program is a consolidated tool of the Cosmoprof brand events: a selection of international and local buyers will be invited to the event for B2B meetings with exhibitors interested in new developments for their business. The match-making software branded Cosmoprof, Match & Meet, will facilitate business meetings amongst companies, buyers and distributors.

For further information, [www.cosmoprofcbasean.com](http://www.cosmoprofcbasean.com)

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**Notes to Editors:**

Download the high-resolution images at the following link:

<https://ubm.ent.box.com/file/530122482249>

**ABOUT THE ORGANISERS:**

*Cosmoprof CBE ASEAN is organised by Informa Markets, BolognaFiere, Shanghai Baiwen Exhibition Co Ltd.*

**About INFORMA MARKETS ([www.informamarkets.com](http://www.informamarkets.com))**

Informa Markets on Beauty segment has an extensive network powered by B2B events across 10 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Tokyo), the world's fastest growing markets. 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](http://www.informamarkets.com).

**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. 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 to create an efficient international platform for the beauty industry around the world.

**About SHANGHAI BAIWEN EXHIBITION CO LTD ([www.cbebaiwen.com](http://www.cbebaiwen.com))**

Shanghai Baiwen Exhibition Company is a branch of Informa (FTSE 100), the world's largest exhibition magnate, and also the organiser of China Beauty Expo (CBE), China's renowned beauty show. With over ten years of experiences in planning and organising quality exhibitions, Baiwen has won the honors of quality, professionalism and authority. China Beauty Expo, with an annual exhibition space of 260,000sqm, is one of the top three beauty shows in the world. As the international trading platform covering full supply chain of beauty products, CBE includes three shows, namely China International Skin Care and Washing Product Show, Shanghai International Skin and Hair Care Product Show and Shanghai International Daily-use Chemicals' Ingredient, Packing and Machinery Show. Baiwen is currently the Chairman Unit of Shanghai Exhibition Industry Association and Vice Chairman Unit of Shanghai Daily-use Chemical Association. CBE has been awarded the honors of Shanghai's Well-known Brand, Shanghai Brand Exhibition, Shanghai Brand Service etc.