

## THE NEXT EVENTS IN ASIA FOR THE COSMOPROF NETWORK

**The international exhibition dedicated to the beauty industry is increasing its presence in Asia, to maximize the new opportunities offered by local markets**

December 2019 - **Cosmoprof Worldwide Bologna**, the best performing B2B event for the beauty sector in the world, organized by the BolognaFiere group, consolidates its presence in Asia, as part of its development strategy in the world.

It is on the Asian continent that the most important growth percentages for the beauty sector are recorded. According to Euromonitor International, a market research company, the countries in the area cover 32% of the cosmetic market worldwide, and in the coming years an average annual growth of over 6% is expected.

"In Asia, the cosmetics industry continues to grow - says **Gianpiero Calzolari, President of BolognaFiere Group**. – Together with consolidated markets such as China, South Korea and Japan, there are new emerging ones, which can offer profitable business opportunities for the over 10,000 companies and 500,000 operators of the international community of Cosmoprof Worldwide Bologna. For this reason, in collaboration with our partner Informa Markets, we are developing specific events for each Asian market, in order to offer the most appropriate tools to beauty professionals".

These are the next events in Asia for 2020.

**Cosmoprof Asia** is the international B2B event for the beauty sector with the greatest impact on the Asian continent. It involves companies and operators interested in the strategic markets of the Asia-Pacific region, with particular attention to Far East: South Korea and Japan are the most represented countries. Since its establishment 25 years ago in Hong Kong, the event provides the ideal platform for companies to capture growth and expansion in the Asian markets including Mainland China. Cosmoprof Asia will celebrate its 25<sup>th</sup> Anniversary in 2020: Cosmopack Asia will host the leaders of the supply chain at AsiaWorld-Expo from 10 to 12 November, Cosmoprof Asia at the Hong Kong Convention and Exhibition Center will present the latest cosmetic products offers from 11 to 13 November.

The first edition of **Cosmoprof CBE Asean Bangkok** will take place from 17 to 19 September 2020, at the Impact Exhibition & Convention Center in Bangkok, Thailand. The event is specifically dedicated to companies, buyers and retailers interested in new business opportunities in the 10 markets of South-East Asia: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. Among them, Thailand is hub for companies interested in expanding in the area and a reference point for the beauty industry. Over 880 exhibitors are expected at the event to represent the entire cosmetics industry, from the supply chain to the finished product.

**South China Beauty Expo** opens its doors to South East China. The event will facilitate networking with buyers and operators in the Greater Bay Area, one of the most important regions for the economic development of the country, which includes Guangzhou and Shenzhen. The first edition will take place from 30 July to 1 August 2020, in Shenzhen, at the Shenzhen Convention and Exhibition Center.

In addition to the major economic regions of the continent, the Cosmoprof platform turns the spotlight on new emerging realities, too. In 2020 Cosmoprof will collaborate as international sales agent with Informa Markets for **CosmoBeauté** events in **Vietnam** (April 16 to 18), in **Malaysia** (from October 1st to 4th, in conjunction with **BeautyExpo Malaysia**) and in **Indonesia** (from October 15th to 17th). In Vietnam the appointment is renewed from July 30th to August 1st with **VietBeauty**, for operators and companies of Beauty Salon & Spa, Perfumery and

Skincare, Hair and Nail. In the Philippines, the next meeting for the beauty industry will be at **PhilBeauty**, from June 9 to 11, 2020.

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BolognaFiere Cosmoprof, a company of the BolognaFiere group, brought the Cosmoprof format worldwide, with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India** and **Cosmoprof Asia** and, new for 2020, **Cosmoprof CBE Asean Bangkok**.

BolognaFiere Cosmoprof participates as an international sales agent in the organization of events dedicated to the beauty world in South America. The group recently confirmed the partnership for the 2020 edition of **Beauty Fair - Feira Internacional de Beleza Profissional**, in São Paulo, Brazil, dedicated to professional operators and local distributors in the hair sector.

New projects are planned for the coming months, with particular attention to emerging markets, of certain interest for the cosmetics industry.

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