

## **MORE CENTRAL, MORE SPACIOUS, MORE EXCITING: ANTICIPATION RACKS UP AHEAD OF COSMOPROF CBE ASEAN 2023**

**[Bangkok, 15 May 2023]** – Excitement is growing throughout the international beauty industry ahead of the second edition of **Cosmoprof CBE ASEAN**. The B2B event, organised by BolognaFiere, Informa Markets, and China Beauty Expo (CBE), will be held **from 14 to 16 September 2023**. Designed to meet the needs of the fast-growing beauty market in South-East Asia, it is expected to gather top players and experts representing all sectors, from raw ingredients to branded finished products.

Building on the success of the first edition in 2022, when the show welcomed 8,216 visitors from 46 countries and regions and 500 exhibitors and brands, the 2023 exhibition promises to be bigger and bolder. The new location, the **Queen Sirikit National Convention Centre (QSNCC) in Bangkok**, offers convenient access right in the middle of the city centre, and boasts a larger **exhibition space of up to 17,000 sqm**, ideal for highlighting the latest launches. **More than 1,000 exhibitors and brands are expected**, showing a growth rate of almost 50%, while an expected number of **7 Country & Group Pavilions** will showcase companies from core beauty destinations Korea and China, as well as many others. So far, international reactions have been overwhelmingly positive, and 42% of the total exhibition area has already been sold to non-local brands and suppliers. This percentage is expected to increase in the next months, thanks to support from governments and trade associations inspiring enthusiastic participation and new business opportunities.

This global industry overview, thanks to the show's varied and international companies, will attract **over 12,000 attendees**, while buyers from the ASEAN region will represent, above all, Thailand, Indonesia, Malaysia, Philippines, Vietnam, Singapore and also India. Thanks to the successful Cosmoprof-signature **Buyer Program** exhibitors and qualified buyers will be able to connect easily, while the **Match&Meet** platform will help them find the right peers and schedule meetings while on the show floor.

### **WHY THAILAND?**

Today's beauty and personal care market is registering impressive sales across South-East Asia, and the market is expected to grow by 3.56% annually from 2023 to 2027. Thailand is leading the growth, thanks to government investments, both in infrastructure and support to the local supply chain.

Thai companies, strongly linked to local traditions and culture, play a key role in the region, the segment representing an impressive 25% of the total cosmetic offer in the ASEAN area.

Another key element is the evolution of consumers' behaviour. The continuing ageing of the Asian population is resulting in more consistency when it comes to purchases of skincare and personal care products. Online information is influencing local consumers to adopt a more conscious approach to their beauty routine, indicating consistent research into sustainable ingredients and holistic brands. Meanwhile, e-commerce is changing the market too, and by the end of 2023 analysts predict that 20.7% of total revenue for the beauty sector will be generated through online sales.

## SPECIAL AREAS

To meet the expectations of companies and operators doing business in the ASEAN area, Cosmoprof CBE ASEAN 2023 will offer a tailor-made exhibition layout, with areas designed to highlight the most influential segments and launches.

BEAUTY MADE IN THAILAND is a special area dedicated to the Thai Beauty Industry. The concept, developed and supported by the Thai government, aims to attract international visitors, media and industry experts, allowing them to understand the segment's value and identity, and experience Thailand through the famous and authentic culture of Thai Beauty.

BEAUTY TECH will provide an overview of the most innovative digital solutions for the retail sector. Technology is becoming more and more a key factor when it comes to the experiential journey of a product and its benefits, and BEAUTY TECH will feature both cutting-edge devices and apps encompassing AI-powered diagnostics, as well as AR-enabled product demonstrations.

MEDICAL BEAUTY, dedicated to professionals in beauty salons and spas, will present the latest and most innovative devices and technologies for wellness and health, shining the spotlight on skills, expertise and know-how.

ZOOM ON BEAUTY is dedicated to brand-new companies and first-time exhibitors. Full-service assistance and exclusive visibility will help guide companies to success during their very first attendance on the show floor.

PRESTIGE OEM/ODM will focus on premium international OEM/ODM companies, offering the benefits of exclusive, all-inclusive programs, both on site and online, as well as proposing special promotions.

## THE SPECIAL INITIATIVES

To complement the rich exhibition offerings, Cosmoprof CBE ASEAN will be characterized by a stimulating calendar of roundtables. **CosmoTalks** is the educational program of the Cosmoprof network, highlighting current topics among industry key players. The most influential international trend agencies and market research analysts will share their experiences, sparking inspiration and new ideas for stakeholders.

**CosmoOnstage** will host live shows, demo sessions and competitions for hair, beauty salon and nail experts and operators. The exhibitors will have a dedicated time slot at their disposal to show their latest products and equipment, newest formulas, techniques and trends.

New for 2023 is the inaugural edition of WORLD MASSAGE MEETING: EMBRACING EAST AND WEST. The project will focus on the all-important massage, a traditional element of Thai culture as well as one of the most requested beauty treatments worldwide. UNESCO has designated the massage as one of their intangible cultural heritage of humanity practices, including it on their prestigious world heritage list. Moreover, esteemed holistic operators will unveil the different techniques, synergies and connections between cultural and emotional massage wellbeing in both East and West.

For further insights, a press conference will be held at Hotel Nikko, Bangkok on June 7, 2023. Gathering all stakeholders together in one room, it promises to deliver updated details, stoking anticipation and excitement in the upcoming show even higher.

In the meantime, for further information please visit [www.cosmoprofcbeasean.com](http://www.cosmoprofcbeasean.com)

**NOTES TO EDITORS:**

Download the high-resolution images at this link: <https://bit.ly/3nY8a11>

**For media enquiry, please contact:**

**ASIA**

Informa Markets, Hong Kong  
JOY ZOU / JANICE POON  
t: +852- 3709 4988  
e: [joy.zou@informa.com](mailto:joy.zou@informa.com) /  
[janice.poon@informa.com](mailto:janice.poon@informa.com)

**WORLDWIDE**

BolognaFiere Cosmoprof Spa  
ARIANNA RIZZI/  
GIULIA ZUCCHETTI  
t: +39 02 796420  
e: [arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)  
[giulia.zucchetti@cosmoprof.it](mailto:giulia.zucchetti@cosmoprof.it)