

COSMOPROF
ASIA HONG KONG
亞太區美容展

Organiser - Cosmoprof Asia Ltd



NOVEMBER 2018
13TH - 15TH
COSMOPACK ASIA
ASIA WORLD - EXPO
14TH - 16TH
COSMOPROF ASIA
HONG KONG CONVENTION
& EXHIBITION CENTRE
HONG KONG
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Press Release
For Immediate Release

Record-Breaking Numbers for the 2018 Edition of Cosmoprof Asia

Cosmoprof and Cosmopack Asia registered 87,284 attendees from 135 countries and regions and 3,030 exhibiting companies from 53 countries and regions

HONG KONG, 21 November 2018 – Cosmoprof Asia’s “One Fair, Two Venues” formula proved successful yet again in its 23rd edition, exceeding expectations and maintaining the exhibition’s distinctive position as the ultimate meeting point for beauty professionals, industry insiders and innovative brands in Asia.

Cosmopack Asia, which took place at the AsiaWorld-Expo (AWE) from 13 to 15 November, hosted exhibitors from the avant-garde supply chain: leaders in raw materials and ingredients, machinery and automation, primary and secondary packaging, contract manufacturing, applicators and private labels. Meanwhile, **Cosmoprof Asia took place at the Hong Kong Convention & Exhibition Centre (HKCEC) from 14 to 16 November and** focused on finished goods across all the main cosmetic sectors: perfumery and cosmetics, beauty salon and spa, hair, nail, and accessories, as well as natural and organic.

87,284 attendees from 135 countries and regions of the global beauty industry visited the two show venues, marking an increase of 4.2% from 2017. Among them 62,964 came from abroad, up 3.2% from last year. Attendees were given a chance to engage with **3,030 exhibitors from 53 countries and regions** to see and experience new trends and products for Asian markets. The show floor space for the leading B2B event occupied an exhibition area up to **113,800 sqm** (up 5% from last year).

Pavilions representing 24 countries and groups increased the exhibition’s international appeal and included Australia, Belgium, California, China, France, Germany, Greece, Hong Kong, Israel, Italy, Japan, Korea, Pakistan, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, UK, USA, and, for the first time, Malaysia and New Zealand.

“This year’s visitor numbers, fair exhibitors and products confirm what the global trends are telling us, that as an industry beauty and cosmetics are not only continually pushing the boundaries of innovation and science, but also that the Asia market is full of savvy consumers keen to understand and invest in cutting-edge products,” says David Bondi, Director, Cosmoprof Asia and Senior Vice President, UBM Asia. “We are delighted to share that this record-breaking year brought together more exhibitors, attendees and business than ever before, to both our AsiaWorld-Expo and Hong Kong Convention & Exhibition Centre venues, and trend forecasts suggest 2019 will continue building on this year’s success.”

“We are honored to announce record-breaking numbers of Cosmoprof Asia 2018,” says Antonio Bruzzone, General Manager BolognaFiere. “This exhibition is the perfect stage for companies, retailers, importers, buyers and distributors interested in new business opportunities in Asia. The success of Cosmoprof Asia is the result of a profitable collaboration between BolognaFiere Group, organiser of the events of the Cosmoprof international network, and UBM Asia Ltd. We are working together to aid the development of the beauty industry worldwide.”



COSMOPACK ASIA SPOTLIGHTS (13 – 15 November)

Cosmopack Asia at AWE brought together 903 suppliers and manufacturers showcasing their professional expertise alongside every step of the production process.

Cosmopack Asia provided ample opportunities to discover the latest trends in the beauty supply chain and to learn about market forecasts for the Asia-Pacific region, thanks to the rich calendar of seminars and talks offered by CosmoTalks, hosting key opinion leaders and international experts.

Targeted initiatives were also scheduled to add additional value to the exhibition offerings.

“**SKINTONIC – The Factory**”, the special initiative of Cosmopack Asia, achieved great success as it allowed visitors to observe the entire manufacturing process of an exclusive dual-effect serum. From the producing of the serum to the packaging process and the finished product, SKINTONIC - The Factory emphasized the perfect combination of innovation and technology. SKINTONIC - The Factory was made possible thanks to the manufacturing expertise of **Citus Kalix– a Coesia Company** (France) for the machinery and equipment, **Homer Printing** (China) for the deluxe folding cardboard box, **LTU-Tech** (France) for the image recognition app, **Pinkfrogs Cosmetics** (Italy) for the formulation, and **Quadpack** (Spain) for its innovative packaging solutions and **Centdegrés** for the artistic direction and design of the project.

The **COSMOLAB** area also attracted many visitors. Thanks to the collaboration with **Opal Cosmetics**, attendees could interact with an A.I. (Artificial Intelligence) robot that captured analytics based on hair types and other features to create a unique formulated shampoo sample (40ml) as a personalised gift. COSMOLAB focused on the latest manufacturing processes and automated and data-driven manufacturing technologies, including A.I. and Industry 4.0.

COSMOPROF ASIA SPOTLIGHTS (14 - 16 November)

HKCEC hosted 2,127 exhibitors from 51 countries and regions, presenting finished beauty products from every sector: **Cosmetics and Toiletries, Beauty Salon, Natural & Organic, Nail & Accessories and Hair Salon.**

Special attention was given to green and organic beauty. The Natural & Organic zone (Hall 3G, HKCEC) hosted companies from all over the world, presenting green, eco-friendly, organic products, supplements, and halal cosmetics. Green beauty was the primary focus of the **Natural & Organic Symposium**, with talks dedicated to on-trend topics like sustainability and opportunities in organic certification. Among the partners of the Symposium were Euromonitor and Ecovia Intelligence.

The latest product trends, market updates and regulations were the main points of **CosmoTalks** at HKCEC. Particular focus was given to the growth of the Chinese market and its new opportunities, with sessions dedicated to the development of e-commerce in the country.

Cosmoprof Asia also gave a preview of what's next for retail distribution in the Asia-Pacific region. After the discovery of the serum production at Cosmopack Asia at AWE, visitors could continue their journey at “**SKINTONIC – The Shop**”, the concept store of the future, featuring elements of virtual and augmented reality as well as *IoP (Internet of Product)*. Visitors could discover, test and take away their own exclusive skincare serum, enjoying a unique consumer experience.

New for the 2018 edition, Cosmoprof Asia presented **ON HAIR**: the two-day event dedicated to the show's increasingly popular hair industry. The Hong Kong Hair and Styling Arts Festival 2018 (organised by Asia Hair Masters Association), hair shows, workshops, and contests featured hundreds of stylists, models, performing teams, presenters and speakers.

The Hong Kong Professional Nailist Union Competition 2018, organised by the Hong Kong Professional Nailist Union, involved over 200 contestants from around the world for a challenging contest.

HKCEC also hosted the 5th edition of **BOUTIQUE**, Cosmoprof Asia's charity initiative. Visitors could choose seven travel-size products from 10 exhibiting companies participating in the initiative. The products were presented in a deluxe gift bag sponsored by Baralan, for a symbolic cost of HKD100. Proceeds from this initiative are donated to



the **Chi Heng Foundation**, a Hong Kong-based charity dedicated to addressing children impacted by AIDS and to AIDS prevention and education.

INDUSTRIAL AWARDS

Cosmopack Asia Awards and **Cosmoprof Asia Awards**, organised in partnership with international trend agency BEAUTYSTREAMS, celebrated the most outstanding beauty products and industrial solutions presented by exhibiting companies in each exhibition venue. More than 200 exhibitors and professionals attended the awards ceremony on Wednesday, 14 November. Visit our website <https://www.cosmoprofawards-asia.com/en> and discover who the winners are.

SAVE THE DATE FOR THE NEXT EDITION!

Cosmopack Asia – 12 to 14 November 2019

Cosmoprof Asia – 13 to 15 November 2019

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

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NOTES TO EDITORS:

Download the high-resolution images at the following link:

bit.ly/2FyjTvZ

ABOUT THE ORGANISERS:

Cosmoprof Asia, the premier international beauty exhibition in Asia-Pacific, is organised by Cosmoprof Asia Ltd, a joint-venture between BolognaFiere Group and UBM Asia Ltd.

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 is confirming the different opening dates, according to each professional target. From Thursday 14 to Sunday 17 March 2019, Cosmopack and Cosmo|Perfumery & Cosmetics will open, facilitating business meetings between suppliers and manufacturers on the one side, and companies of finished products, buyers and retailers on the other, with a focus on Perfumery & Cosmetics, Green & Organic and Cosmoprime, the area dedicated to haute gamme perfumery. From Friday 15 to Monday 18 March, open doors for the professional distribution channels of Cosmo|Hair & Nail & Beauty Salon, with the presence of owners of beauty salons and spa, hairdressers, hairstylists, nail artists and distributors. The international platform offered by Cosmoprof, with trade shows in Hong Kong (established in 1996), Las Vegas (established in 2003) and starting from 2018 Mumbai, provides a truly global marketplace for the beauty industry where brands may grow.

ABOUT UBM ASIA LTD (www.ubm.com/asia)

UBM Asia recently became part of Informa PLC, a leading B2B information services group and the largest B2B Events organiser in the world. Please visit www.ubm.com/asia for more information about our presence in Asia.

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