



COSMOPROF ASIA – ASIA’S LEADING BEAUTY EVENT IS BACK WITH THE SINGAPORE SPECIAL EDITION! 16-18 November, Singapore EXPO

[20 September 2022, Hong Kong] – Cosmoprof Asia 2022, The Special Edition, is excited to announce the return of Cosmoprof and Cosmopack Asia *in-person*, taking place in Singapore from 16 to 18 November. The face-to-face event, to be held at Singapore EXPO, will gather the beauty and cosmetics industry’s key players from all over the world, to showcase Asia Pacific’s newest brands, unveil the most recent innovations, and present the ever-evolving daily habits of consumers.

This year, Cosmoprof and Cosmopack Asia 2022, organized by BolognaFiere and Informa Markets, are proudly supported by the **Singapore Tourism Board**. Together, the partnerships ensure the three-day show will answer the industry’s pent-up demand for networking, while offering astute insights into the fast-evolving Asian region and beyond, and empowering business-boosting opportunities in the region.

A NEW LOCATION FOR THE 2022 EDITION: SINGAPORE

The long-awaited Cosmoprof and Cosmopack Asia 2022 will present the first physical edition of the must-visit event since 2019. To make it happen, the Cosmoprof Asia team pivoted, relocating the world-leading event from its home base of Hong Kong to Asia neighbour Singapore, proving nothing will stop the beauty and cosmetics industry from reconnecting face-to-face in 2022.

Recognised as a highly accessible venue for international exhibitors and buyers, Singapore, the Lion City, welcomes fully vaccinated visitors **without pre-departure tests, on-arrival tests or quarantine requirements**. As one of the world’s most connected countries, Singapore can be reached through Changi Airport, which serves

more than 85 international airlines flying to about 100 cities across 46 countries and regions globally.

Singapore EXPO will facilitate the region's return to in-person networking for exhibitors and visitors, while the centrally located business gateway city will offer global organizations excellent further business opportunities.

COSMOPROF ASIA 2022: FACTS AND FIGURES

Despite the 2-year hiatus, strong support for the fair has already been proven through the upcoming participation of **over 1,000 exhibitors** from 40 countries and regions. Companies will showcase their offerings across 5 halls (from Hall 2 to 6) at the Singapore EXPO, covering an exhibition area of up to **50,000 sqm**. The **17** country and regional pavilions include: Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye and UK.

Thanks to the strong line-up of exhibitors, **more than 15,000 attendees** are expected to visit the fair to discover new products and the trends inspiring beauty consumers in the region.

"We are excited to meet our beauty community again, this time in Singapore, for the next edition of Cosmoprof and Cosmopack Asia", said **Gianpiero Calzolari, President of BolognaFiere**. "The event is a not-to-be-missed opportunity for stakeholders to understand how consumers habits continue to change in the Asia-Pacific region, and how to develop new projects and proposals to meet the specific needs of this market. We are ready to offer our best performing services and tools to attendees, to help them develop new business projects".

"Cosmoprof and Cosmopack Asia are proud to return to the physical event format, offering world-wide exhibitors and consumers a safe venue in which to meet and greet suppliers, experience products in-person, and learn about the region's most compelling trends," said **David Bondi, Senior Vice President – Informa Markets Asia and Director of Cosmoprof Asia Ltd**.

"We are delighted to host Cosmoprof and Cosmopack Asia in Singapore," said **Mr Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board**. "Since the reopening of our borders to quarantine-free travel in April 2022, Singapore has seen tremendous demand from international visitors, as well as a strong rebound in our business events. We are heartened by this show of confidence in Singapore and look forward to welcoming the beauty industry's leading brands and players here this November."

EVENT SUSTAINABILITY AS THE SPOTLIGHT

With a strong focus on sustainability and its impact on beauty habits, the 2022 edition of Cosmoprof and Cosmopack Asia is committed to running an environmentally responsible

event. Singapore has proven as the best choice to host a low-impact exhibition, thanks to Singapore EXPO's Green Mark certification. Furthermore, organisers have worked with exhibitors and contractors to eliminate the use of disposable stand structures and promote reusable stands, as part of the **Better Stands Programme**.

SPECIAL EVENTS AND INITIATIVES

Sustainability is also one of the key topics for Day 1 at **CosmoTalks**, the educational programme by Cosmoprof and Cosmopack 2022, featuring key trends, experts and analysts. On Day 2, sessions will include Trends Forecast and Digital Beauty, while Day 3's main topics will be Market Watch and Regulation. Among the partners who will take part in Cosmotalks 2022 are APSWC (Asia Pacific Spa Wellness Coalition), Asia Cosme Lab, BEAUTYSTREAMS, Cosmetics Design, CTFAS (The Cosmetic, Toiletry and Fragrance Association of Singapore), Ecovia Intelligence, Reach24, and re-sources.com.

In an exclusive collaboration for Cosmoprof and Cosmopack Asia, the international trend agency BEAUTYSTREAMS will present the **CosmoTrends Report**, showcasing key trends spotted among the exhibitors, and highlighting notable brands and products anticipated to have a strong impact on consumers in the Asia-Pacific market. The report promises to present a unique overview of the latest trends for buyers, press, influencers and trend scouters.

Cosmo Onstage will present live demos, product presentations, and innovative treatments to beauty and spa professionals, hair stylists and nail artists. The exciting programs will offer inspirational content and new techniques, enriching and educating exhibitors, suppliers and attendees. Events to look out for include the N.A.I.L.S Beauty Masters Championship ASIA 2022, organised by the Nailist Association for International Licenses (Singapore), where over 250 nailists and beauty therapists professionals will compete among different categories of nail art, makeup, SPMU, beauty services skills, judged by an esteemed panel of industry veterans from around the world.

BUYER PROGRAMME AND MATCH&MEET PLATFORM TO IMPROVE BUSINESS

As one of the special services of the Cosmoprof International network, the **Buyer Programme** facilitates direct contact between exhibitors (brands and suppliers) on one side, and selected buyers, distributors and retailers on the other. The Cosmoprof Asia 2022 Buyer Programme will host around 300 selected buyers from across the world, including Australia, ASEAN countries, India, Korea, Japan, Europe, Middle East and the US, to attend scheduled meetings with suppliers and companies with common interests during the 3-day show.

Thanks to digital advancement, exhibitors and pre-registered buyers can make use of the **AI-driven Match&Meet platform** to plan ahead for the 3-day exhibition by previewing target suppliers/buyers' profiles and pre-scheduling onsite meetings efficiently, increasing chances for the development of new commercial partnerships.

Media and Visitor Registration is open for free admission, register now at <https://bit.ly/3xwKWA1>

Check out who's exhibiting at: <https://exhibitors.informamarkets-info.com/event/CA2022>

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

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NOTES TO EDITORS:

Download the high-resolution images at this link: <https://bit.ly/3Uii4Wu>

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ABOUT THE ORGANISERS:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets 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 2022 edition, Cosmoprof registered more than 220.000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, Singapore, and Bangkok (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, Cosmoprof Asia, and Cosmoprof CBE ASEAN.**) The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty.**

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty 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** 2023 will serve THE AMERICAS, North, South America and Caribbean Islands Region.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, 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.