

THE FIRST EDITION OF COSMOPROF CBE ASEAN WILL BE HELD FROM 15 TO 17 SEPTEMBER 2022 IN BANGKOK, THAILAND

Organised by BolognaFiere, Informa Markets and China Beauty Expo, **Cosmoprof CBE ASEAN** will take place from **15 to 17 September 2022** at the **IMPACT Exhibition & Convention Center** in Bangkok, Thailand.

This powerful alliance of the world's renowned leaders in beauty trade exhibitions will aggregate their vast beauty industry resources to achieve a high-quality beauty industry event dedicated to the South East Asia market.

Cosmoprof CBE ASEAN will bring together some **500+** high-quality exhibitors and brands on an exhibition space of around **15,000** square meters, showcasing a complete array of cosmetic products and packaging solutions. More than **8,000** professional visitors are expected to attend the 3-day event.

"Cosmoprof CBE ASEAN will be a unique networking and business opportunity for operators of the beauty industry in South-East Asia. The Cosmoprof format will adapt to the local market organising special initiatives to highlight new trends and innovation influencing ASEAN consumers' habits. With this new show, Cosmoprof confirms its role as the most strategic partner for beauty stakeholders interested in new international markets." says **Gianpiero Calzolari, President of BolognaFiere**.

"Informa Markets has a strong presence in the beauty trade event business in the fast-growing Asian market. Built on our successful experience and extensive resources, Cosmoprof CBE ASEAN will be an effective professional platform to share innovative technologies, ideas and products as well as create more business opportunities." says **David Bondi, Senior Vice President – Asia of Informa Markets**.

THE LUCRATIVE ASEAN MARKET

In picking Thailand as the new meeting point for the beauty universe, Cosmoprof recognises the important economic and cultural role the country plays in the region. Thailand is currently the biggest cosmetics industry in South East Asia area, and it is the gateway to the ASEAN market.

The beauty industry in ASEAN is a high potential area for international brands. The revenue in the beauty market amounts to USD 25,248M in 2021, which is expected to grow annually by 5.73% (CAGR 2021-2026). Beauty e-commerce sales are projected to grow from USD 6B in 2015 to USD 88B in 2025.

“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. We are confident that the strong JVs alliance and brands endorsement will give breath and new dynamics by bringing new business opportunities in ASEAN.” says **Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd.**

THE EXHIBITION PROFILE

Cosmoprof CBE ASEAN will host international beauty companies from across the world, providing the most comprehensive showcase of finished products and packaging solutions, including: Perfumery, Cosmetics & Toiletries; Professional Beauty Salon & Spa; Hair & Nails; Herbal Products; Natural & Organic; Nutraceuticals & Dietary Supplements. A ‘Beauty Made in Thailand’ section will serve as the exclusive showcase for local companies.

Companies and operators can also find exhibitors from OEM/ODM, machinery & equipment, primary and secondary packaging, ingredients & laboratory, and define the most suitable partner for the launch of new projects.

SPECIAL PROJECTS TO INCREASE YOUR BUSINESS

To facilitate networking between professionals and companies, participants in Cosmoprof CBE ASEAN can take advantage of the key initiatives of the Cosmoprof network events – the

Buyer Program. 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.

CosmoTalks will involve experts and industry leaders to analyse future development prospects for the market and the cosmetics industry. There will be live demonstrations and shows dedicated to beauty professionals by **CosmoOnstage**.

Don't miss this opportunity for innovative products, new technology and more international trends! Visitor pre-registration for Cosmoprof CBE ASEAN 2022 will be opening soon, stay tuned for more information: www.cosmoprofcbeasean.com

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ABOUT THE ORGANISERS:

Cosmoprof CBE ASEAN is organised by Informa Markets, BolognaFiere, Shanghai Baiwen Exhibition Co 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. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Singapore as a special edition (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). The fifth exhibition of the network, **Cosmoprof CBE ASEAN**, in Thailand, focuses on the cosmetic industry in South-East Asia. 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.

About SHANGHAI BAIWEN EXHIBITION CO LTD (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.