

## NEW DATE ANNOUNCEMENT:

### South China Beauty Expo 2021 rescheduled to 8—10 November 2021

#### Dear exhibitors, visitors, speakers and partners

After careful consideration, the organizers of South China Beauty Expo, Bologna Fiere, Informa Markets and Baiwen, have announced that the event will now take place **on 8 to 10 November 2021 at Shenzhen Convention & Exhibition Center, Shenzhen.**

The exhibition was originally due to take place from 29-31 August, but has been rescheduled in accordance with guidance from relevant authorities of Shenzhen City and in consideration of the restrictions imposed on hosting large-scale events as a result of the latest epidemic situation.

We wish to thank each and every customer who has supported us and greatly appreciate your patience and understanding. Our team continues to work hard to create a safe and high-quality experience for our exhibitors, visitors and partners. All exhibition bookings and visitor pre-registrations will be transferred automatically to the new dates and there will be further communications to these groups over the coming days and weeks.

For specific arrangements about our fair please follow us on the official website ([www.southchinabeautyexpo.com](http://www.southchinabeautyexpo.com)) and WeChat account (SCBExpo). Please contact us if you have any questions or concerns. We look forward to seeing you again this November.

2<sup>nd</sup> September 2021

Yours sincerely,

South China Beauty Expo

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