



Breaking News

Cosmoprof Asia Reports 60k Visitors, Closing Its Largest Show Ever

November 20, 2014

The show attracted an international audience, and increased by 7% in its number of exhibitors.



Cosmoprof Asia was held November 12 - 14th at the Hong Kong Convention and Exhibition Center, and attracted close to **60,000 visitors**, organizers report.

Sixty-four percent of visitors were from countries outside Asia - 93 different countries, in total. There were 38,059 international visitors, up 1.3% compared to 2013.

Show organizers say the strong international turnout was underlined by the big increase in representation from the USA and European countries such as Belgium, Denmark, Hungary and Sweden - together with emerging countries such as Indonesia, Myanmar, South Africa and Turkey.

There were 22 national and group pavilions, with the largest being Korea at 2,776 square metres, followed by the Italy 2,329 square metres.

There was also a new pavilion under the California Trade Alliance that featured 12 companies showcasing color cosmetics, body and foot care products, brush and personal care products.

In terms of exhibitor number and size, it was the biggest ever show - 2,362 exhibitors (up 9% over 2013) from 42 countries and regions covering in excess of 81,500 square metres of exhibition space, representing a 7% over 2013.

The show also included a comprehensive educational program. Thirteen different presentations over the three show days covered spa and wellness, nail, beauty trends, market updates as well as innovation and formulation.

Many exhibitor comments were positive. Le Petit Olivier, a skincare company based in France, said:

"It is the second year Le Petit Olivier takes part in Cosmoprof Asia. It is a real opportunity and extremely important for us to be in the French Pavilion which vehicles high quality and professional image of French cosmetics. Last year's show not only enabled us to start business with Asia countries but also with other continents. Cosmoprof Asia is one of the most important shows in the world and we will participate each year."

Cosmoprof Asia is organized by Cosmoprof Asia Ltd, a joint venture between UBM Asia Ltd and BolognaFiere Group. Next year's Cosmoprof Asia event will be held **November 11-13, 2015**.

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