

COSMOPROF ASIA LEADS THE WAY WITH NEW BUSINESS EVENTS FOR THE APAC BEAUTY COMMUNITY

[Bologna, March 21, 2025] – **Cosmoprof Asia** is a key event of the Cosmoprof international platform, and it is the reference appointment for the beauty industry in Asia-Pacific. With **over 70,000 attendees and more than 2,800 exhibitors expected from around the world**, the event will once again be the leading platform for discovering the latest trends and innovations shaping the beauty market in the region.

The 28th edition is set to take place in Hong Kong across two exhibition venues: **Cosmopack Asia**, taking place in AsiaWorld Expo from November 11-13, will showcase the best solutions in the supply chain. Meanwhile, **Cosmoprof Asia running from November 12-14** at the Hong Kong Convention & Exhibition Centre, will present all the main novelties in branded finished product. With such a comprehensive overview, the exhibition will once again reflect the evolution of the whole industry in the region.

Expanding Global Influence: Cosmoprof Asia reaffirms its position as a premier beauty trade event

Following a successful 2024 edition, Cosmoprof Asia will continue to expand its global reach. In 2024 international participants comprised 74% of total attendance, further solidifying the show's status as the leading trendsetter in the beauty trade industry within the region. In 2025, key markets including South Korea, Japan, the Philippines, Australia, ASEAN countries, the Middle East, Europe, North America, and South America will play a central role, following the demand from the market.

Around 20 international group and country pavilions are anticipated in Hong Kong, showcasing cutting-edge innovations and product offerings from the best performing global markets.

In 2024, more than 300 senior executives and top buyers from Asia-Pacific, Europe, the USA, and the Middle East participated in Cosmoprof Asia, leveraging exclusive B2B matchmaking tools to establish valuable business connections. The 2025 edition is set to further strengthen its role as a key networking hub for industry leaders.

A New Focus on Fragrance - TBC

Cosmoprof Asia 2025 will place a strong emphasis on fragrance in response to the growing market demand in the region. To spotlight this expanding industry, **Fragrance Avenue** will be created as a dedicated area. Within it, a section called **Discover Niche by Esxence** will be introduced for the first time, focusing exclusively on **niche perfumery**. This area will leverage the expertise and international reputation of **Esxence**, the world's leading event in the sector, to showcase the finest artisanal fragrance brands from around the globe.

Exciting news for the ingredients sector

Cosmoprof Asia Ltd. is thrilled to announce the launch of **Beauty Ingredients & Formulation Asia (BIFA)**, a groundbreaking event taking place on **November 11-12, 2025**, at **AsiaWorld-Expo** in **Hong Kong**, in collaboration with the **Hong Kong Society of Cosmetic Chemists (HKSCC)** and the **China Society of Cosmetic Chemists (China SCC)**, and **supported by the International Federation of Societies of Cosmetic Chemists (IFSCC)**. Co-located with Cosmopack Asia, BIFA will unite beauty and cosmetic industry professionals to explore the latest and innovative ingredients and scientific advancements.

With the Asia-Pacific beauty ingredients market projected to reach USD 14.9 billion by 2027, BIFA is poised to become a key event for professionals seeking science-driven beauty solutions. The show will feature a comprehensive exhibition, high-level symposiums, and tailored B2B meetings, fostering strategic collaborations and driving innovations in the beauty and health industries. Attendees will have the opportunity to connect with top-tier buyers, industry experts, and R&D specialists, gaining insight into the

future of ingredients in cosmetics and personal care. Stay tuned to the event website for updates on the symposium details: www.beautyifa.com