COSMOPROF CBE

ASEAN BANGKOK

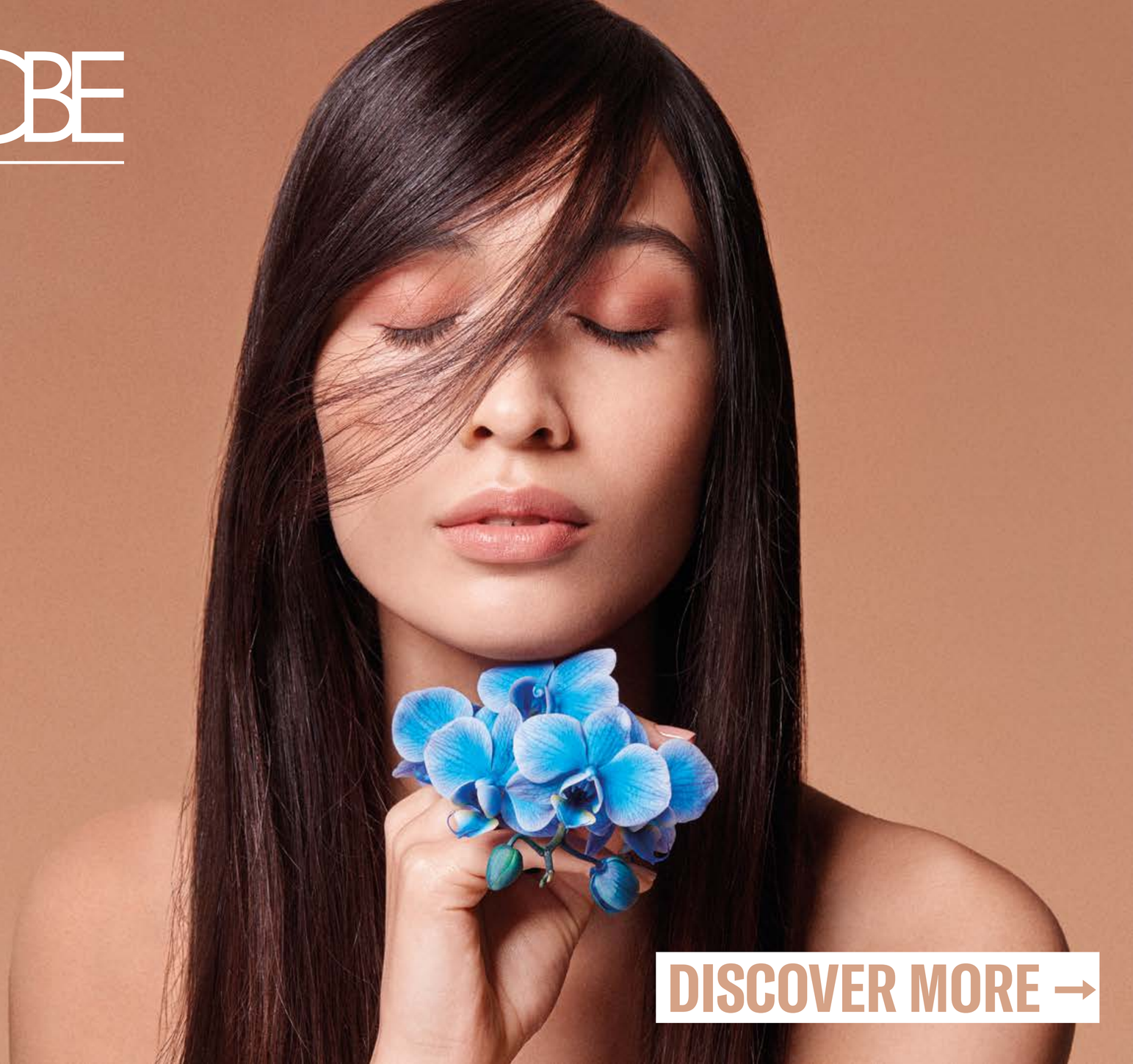
THE GATEWAY TO SOUTH EAST ASIA'S EXPANDING BEAUTY MARKETS

COSMOPROFCBEASEAN.COM

BANGKOK

IMPACT EXHIBITION AND CONVENTION CENTER

15 – 17 SEPTEMBER 2022



DISCOVER MORE →

COSMOPROF CBE ASEAN AT A GLANCE

Cosmoprof CBE ASEAN is **the gateway to South East Asia's expanding beauty industry**. After six successful editions of Beyond Beauty ASEAN and five editions of ASEANbeauty, the new alliance among BolognaFiere, Informa Markets and China Beauty Expo will bring new projects and business opportunities in the area.

EXPECTED FIGURES

EDITION	SQM
1ST	10,000+

EXPECTED ATTENDEES	EXPECTED EXHIBITORS & BRANDS
8,000+	500

To have a preview of the show, click here

WHY THAILAND

Thailand is the hub of ASEAN thanks to its vibrant culture, hospitality and infrastructure. Its cosmetics industry is currently the biggest one in the area and ranks third in Asia after Japan and South Korea.

Thailand reopens in safety. The exhibition restarts.
In January 2022, over 70% of the entire population in Thailand is fully vaccinated ensuring a safe environment for business. Click here to see the latest updates about the entry measures for international travellers to Thailand.

Thailand is the gateway to ASEAN market.
In February 2022, Thailand hosts The Asia-Pacific Economic Cooperation (APEC) Summit that is expected to support TCEB's (Thailand Convention and Exhibition Bureau) plan to attract more high-profile events in the coming years.

WHY COSMOPROF CBE ASEAN?

BEAUTY COMMUNITY
BE PART OF SOUTH EAST ASIA'S EXPANDING BEAUTY INDUSTRY

1 FAIR/2 AREAS
FIND ALL BEAUTY SECTORS IN TWO MAIN AREAS

EXPOSURE BEYOND THE EXPO
MAXIMISE YOUR VISIBILITY THROUGH OUR DIGITAL TOOLS

BUSINESS & NETWORKING
NETWORK WITH PEERS, BUILD NEW PARTNERSHIPS, AND MAKE BUSINESS

PRODUCT INNOVATION
FIND THE FUTURE OF THE INDUSTRY EXPLORING THE LATEST INNOVATIONS, PRODUCTS, AND SOLUTIONS

INSIGHTS AND EVENTS
GET INSPIRED BY COSMOPROF CBE ASEAN SPECIAL PROJECTS

INTERNATIONAL NETWORK
DISCOVER OUR GLOBAL TRADE SHOW PLATFORM

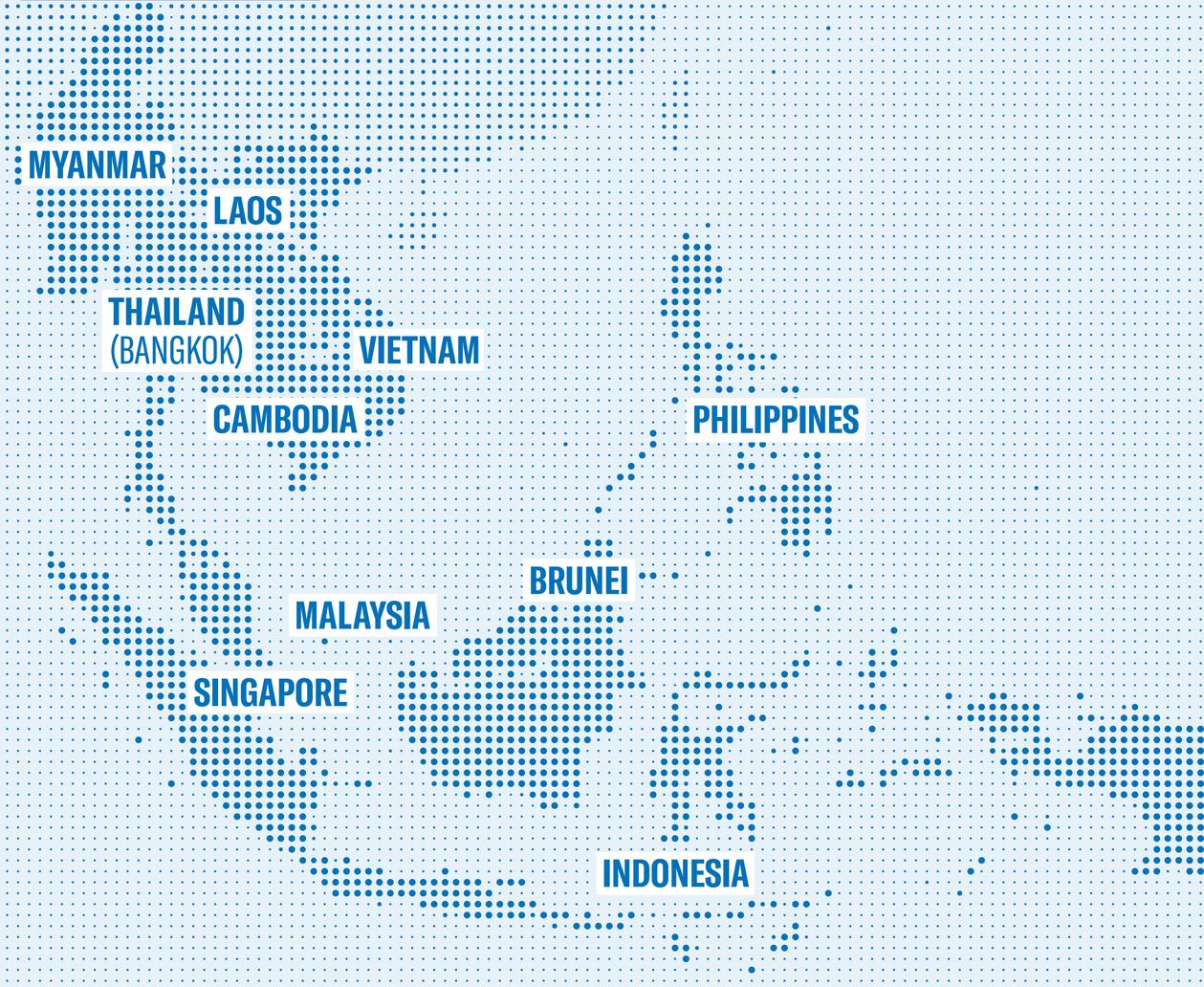
THE ASEAN MARKET

ASEAN consists of 10 members with 750 million population and benefits from the **ASEAN Economic Community** (AEC) supporting the increase of trade (goods and services) and investment among Member States.

The beauty industry in South East Asia has adopted **new strategies to react to the pandemic** and remaining an high potential area for international brands:

- Revenue in the **Beauty & Personal Care** market amounts to USD 25,248M in 2021 which is expected to grow annually by 5.73% (CAGR 2021-2026)
- **Personal Care** segment is the largest one with a volume of USD 13,103M in 2021
- **Beauty e-commerce** sales are projected to grow from USD 6B in 2015 to USD 88B in 2025
- **Major international brands** have invested in the Thai cosmetics market such as Avon, Estee Lauder, L'Oréal, P&G

ASEAN MEMBERS



FEEL SAFE AT THE SHOW

As the Organisers of Cosmoprof CBE ASEAN, we have been implementing a series of measures to ensure that our exhibitors and attendees can enjoy **the show in a safe and controlled environment**.

For the 2022 protocols, click here

To learn more about the local situation, please visit this website

BE PART OF COSMOPROF CBE ASEAN BEAUTY COMMUNITY

Cosmoprof CBE ASEAN will represent the fifth destination of the Cosmoprof network, a 360° worldwide platform for the **international beauty community**, with shows in Bologna, Las Vegas, Hong Kong and Mumbai which all together involve **over 500,000 professionals** and **10,000 exhibitors from all over the world**.

China Beauty Expo(CBE) is today the leading trade show in mainland China for the beauty industry.

With the strong alliance between BolognaFiere, Informa Markets and China Beauty Expo, Cosmoprof CBE ASEAN is the perfect event to **expand your beauty business in the fast-growing market of South East Asia!**

EXHIBITORS AND VISITORS PROFILES

The show floor is divided into two main areas:
Branded Finished Products and **Supply Chain**.

EXHIBITORS BY PRODUCT SECTOR

- PERFUMERY, COSMETICS & TOILETRIES
- NATURAL & ORGANIC
- HERBAL PRODUCTS
- HAIR & NAILS
- BEAUTY SALON & SPA
- NUTRACEUTICALS & DIETARY SUPPLEMENTS
- CONTRACT MANUFACTURING/OEM/ODM/PRIVATE LABEL
- MACHINERY & EQUIPMENT
- PRIMARY AND SECONDARY PACKAGING
- INGREDIENTS & LABORATORY

EXPECTED EXHIBITORS FROM

ASEAN, CHINA, EUROPE, JAPAN, KOREA, TAIWAN REGION, USA

VISITORS BY NATURE OF BUSINESS

BEAUTY & COSMETICS PRODUCTS IMPORTERS, DISTRIBUTORS, TRADERS, RETAIL CHAINS, ONLINE STORES, MANUFACTURERS, BRAND OWNER/DEVELOPERS, OEM/ODM SUPPLIERS, MANAGERS

BRANDED FINISHED PRODUCTS

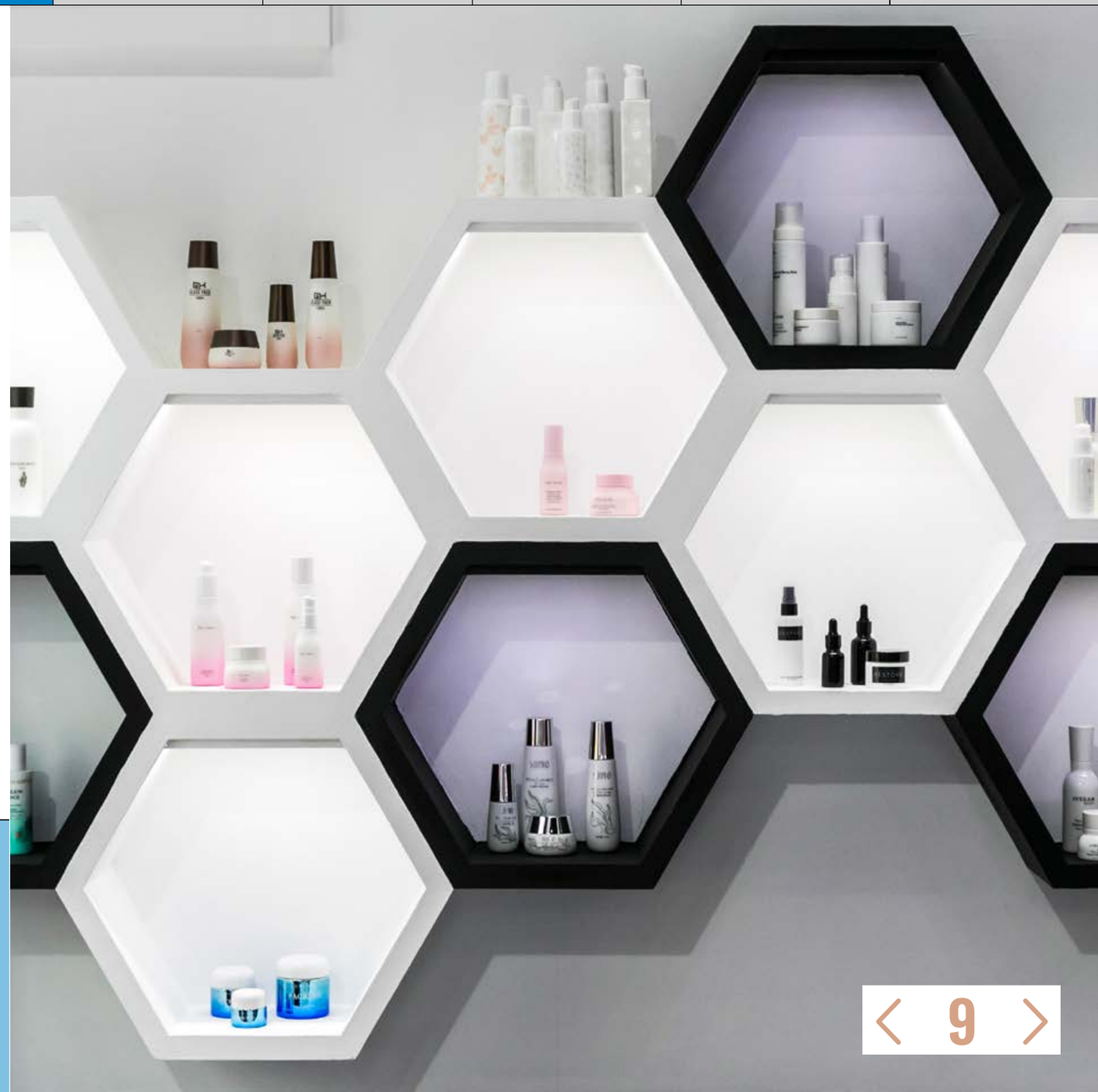
BRANDED FINISHED PRODUCTS

Branded Finished Products aims to **connect brands with distributors and retailers**. Visitors of this area are Beauty & Cosmetics products importers, distributors, traders, retail chains and online stores. Take part in "Branded Finished Products" to gain easy access to distribution and retail channels in the ASEAN region.

Beauty Made in Thailand is a **special area** organized to give value and identity to the **Thai Beauty Industry**. A new concept to attract international visitors to come to Bangkok to see and experience Thailand through the famous Thai Beauty culture.

PRODUCT SECTORS

- PERFUMERY COSMETICS & TOILETRIES
- PROFESSIONAL BEAUTY SALON & SPA
- HAIR & NAILS
- HERBAL PRODUCTS
- NATURAL & ORGANIC
- NUTRACEUTICALS & DIETARY SUPPLEMENTS



SUPPLY CHAIN

SUPPLY CHAIN

Supply chain will focus on Manufacturing Technologies, Machinery, Packaging & OEM/ODM service for cosmetics, personal care products and will host companies representing **the entire cosmetics supply chain**. Exhibit at "Supply Chain" to be part of a comprehensive solution for the cosmetics industry by setting up global strategic alliances in Thailand and other ASEAN markets.

Among the ASEAN countries, Thailand is the No. 1 OEM manufacturer for international cosmetics brands. According to the Thai Cosmetic Cluster, there are over 762 cosmetics manufacturing plants in Thailand producing premium quality products.

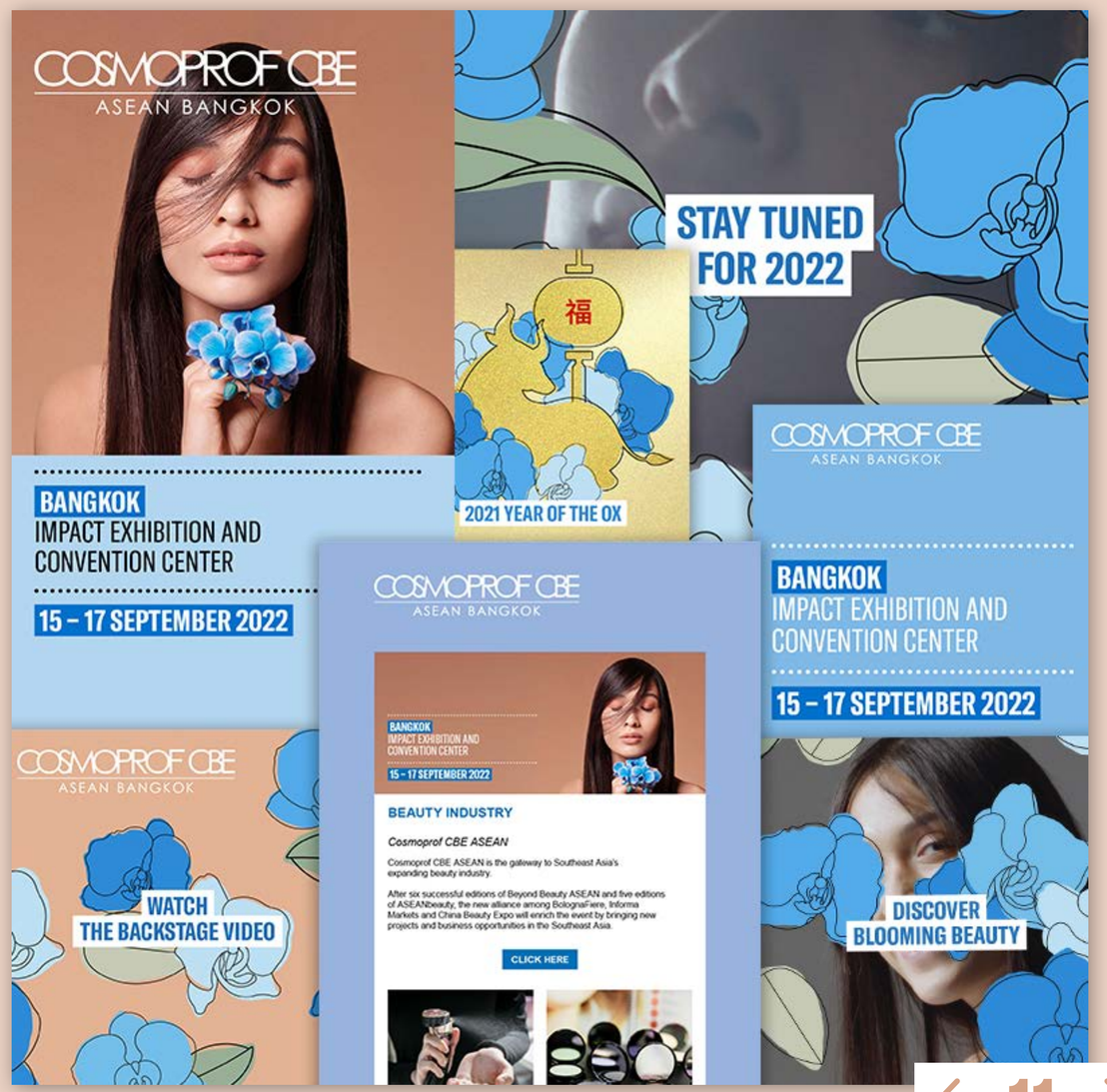
PRODUCT SECTORS

- CONTRACT MANUFACTURING/OEM/ODM/PRIVATE LABEL
- MACHINERY & EQUIPMENT
- PRIMARY AND SECONDARY PACKAGING
- INGREDIENTS & LABORATORY

BENEFIT FROM EXPOSURE ALL YEAR LONG!

We connect suppliers and buyers virtually and physically from every vertical industry all year long. We never stop scouting for new buyers, innovative brands and suppliers from all over the world.

Exhibitors can enjoy more advertising opportunities and tailor-made sponsorship ideas.
Let us help you **capture buyers and media's attention**!



FACEBOOK	YOUTUBE	INSTAGRAM	LINKEDIN

CONNECT WITH INTERNATIONAL DISTRIBUTORS AND RETAILERS

The **Buyer Program** is a project addressed to both international beauty professionals and buyers from Thailand that encourages the **connection between supply and demand of the cosmetic industry**. The program combines trade show and tailor-made B2B meetings for those companies who wish to expand their business worldwide.

Match&Meet is the buyer-seller online matching system that helps exhibitors to **pre-arrange B2B meetings with buyers** for face to face or virtual meetings during show days.

BUYER PROGRAM

Match&Meet By Cosmoprof CBE ASEAN

PRESENT YOUR INNOVATIONS

CosmoTrends is a **free opportunity** opened to all exhibitors who present **innovative products**.
All submissions will be selected by an international trend agency and featured in the CosmoTrends report to be widely distributed to journalists, buyers and everyone interested in discovering the trends.

CosmoOnstage, the main stage of Cosmoprof CBE ASEAN, will host **live shows, demo sessions and competitions**.
Industry leaders will demonstrate their latest products and equipment, newest formulas, techniques and trends.

COSMO TRENDS

COSMO ONSTAGE

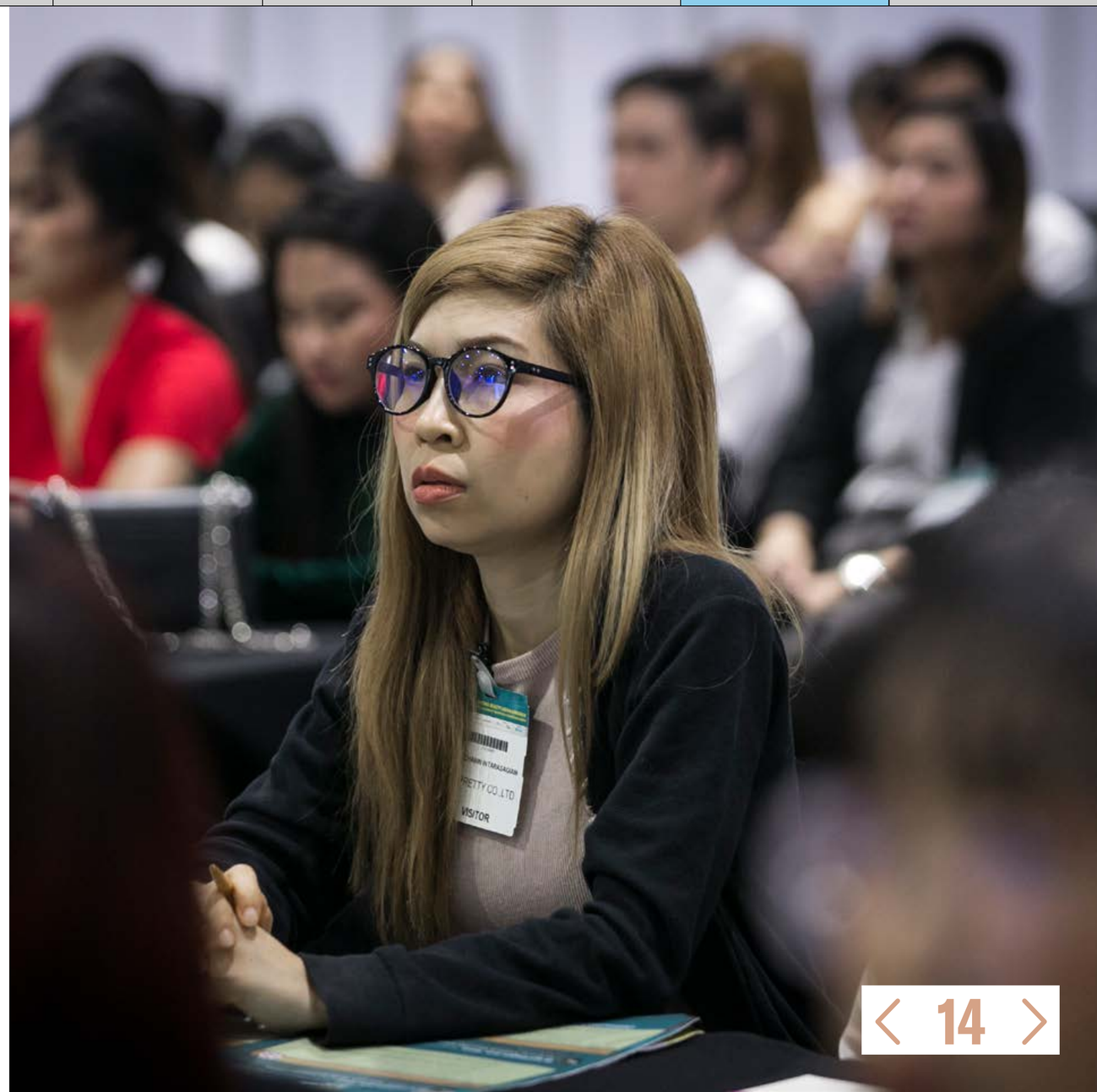
LEARN FROM THE EXPERTS

CosmoTalks will bring together **industry leaders** to participate in seminars to share their knowledge and insights. The agenda will be rich of practical, business-oriented seminars, trends forecast and market analysis.

Have a front-row seat for **groundbreaking announcements and insights from the world's beauty leaders**!

Learn more

COSMO TALKS



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Bologna Fiere | PBA Professional Beauty Association

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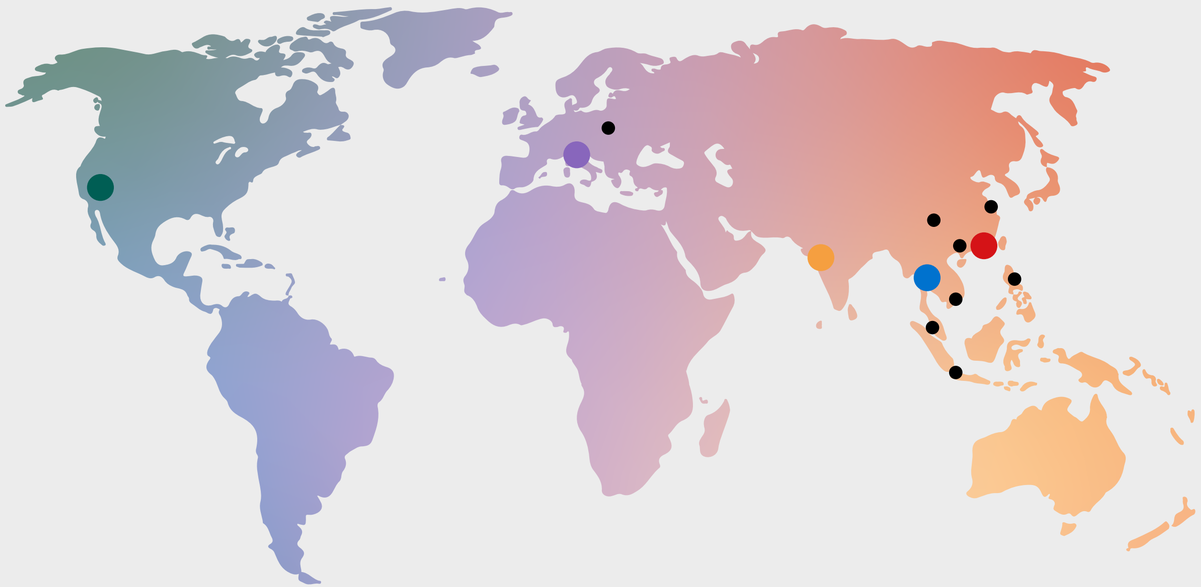
ORGANISED BY: Baiwen, informa markets

CHENGDU
meibohui.com
ORGANISER: informa markets

FOLLOW US AND BOOST YOUR BUSINESS!

For more info
cosmoprofcbeasean.com/network



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INTERESTED? CONTACT US!

ORGANISED BY: Bologna Fiere | informa markets | CBE China Beauty Expo
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OFFICIALLY SUPPORTED BY: Thailand Redefine Your Business Events, TCEB

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