

vietbeauty
Vietnam's Premier International Beauty Show

cosmobeauté
Vietnam 2023



27-29
JULY 2023

The **Largest & Longest-Running**
International Beauty
Trade Shows in Vietnam

**Hall A, Saigon Exhibition & Convention Center (SECC),
Ho Chi Minh City | 9AM - 5PM**



www.vietbeautysshow.com | www.cosmobeauteasia.com

VietBeauty & Cosmobeauté Vietnam 2023

The main gateway to approach, enter and expand your distributionship not only in Vietnam, but also regional Beauty Markets.

With the warm response from the first collaboration of Vietbeauty & Cosmobeauté Vietnam 2022, Informa Markets presents the second collaboration of **Vietbeauty 2023** (6th edition) and **Cosmobeauté Vietnam 2023** (14th edition) - bringing beauty professionals and industry players closer through the joint beauty trade shows.

Date : 27 - 29 July 2023

Venue : Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, Vietnam.

Time : 9AM - 5PM



WHY VIETBEAUTY x COSMOBEAUTÉ VIETNAM 2023?



Approach and Enter Vietnam markets by exhibiting and launching new products & services at this event.



Keep maintaining and increasing your brand awareness, business presentation, and prestige to local and international B2B Buyers, which is not only at the exhibition but also in the **Beauty E-Markets Community**.



Enhance and expand your trading opportunities and distribution network with potential partners from many provinces in Vietnam and all over the world.

Approach B2B Buyers through Matchmaking B2B Buyer Programme. Distributors, importers, salons, retailers, e-commerce businesses, and potential investors will have a **preview in advance of the exhibitor profile and schedule appointments**.



Update knowledge, market information, and beauty industry trends by participating in special events such as Beauty Talks – Education Seminars, Live Demonstration – Product Highlights, and Livestream Sessions with Leading Industry Experts.



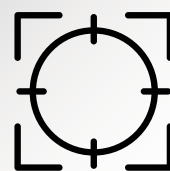
Vietbeauty and Cosmobeauté Vietnam 2023 expects to attract:



300 exhibitors from 25 countries with +800 beauty brands



8,000 unique **B2B local and global visitors**



Total Exhibition Area: **8,800SQM**

Show Facts & Figures

Exhibitor Profile

300 Expected Exhibitors from 25 Countries and Regions

- Skin care/ Personal care
- Make-Up and tool accessories
- Professional Care Product, Equipment & Solution for Beauty Salons
- Beauty Health Supplements/ Food & Beverages
- Medical Aesthetic Product & Equipment Product
- Natural and Organic Products
- Perfumery, Cosmetics & Personal Hygiene
- Packaging & Processing Equipment
- Nailcare & Haircare products/Equipment
- Development/R&D and Formular
- Manufacturer, Contract Manufacturing & Private Label (OEM / ODM)
- Raw Materials
- Salon Furnishing Spa & Wellness Facilities

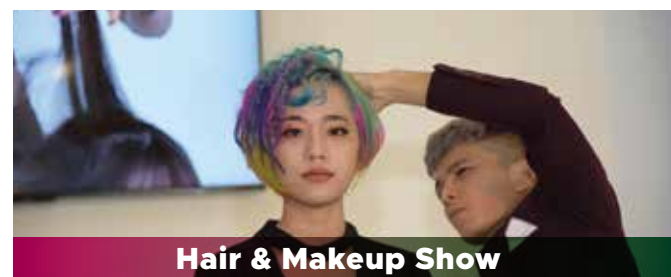
Visitor Profile

Expected +8,000 Unique B2B Visitors From All Over The World

- Distributors and Exclusive Distributors & Importers - Cosmetic/Skincare/Personal care/Make up
- Beauty Salons, Spa, Beauty Academies and Aesthetic Clinics
- Distributors - Beauty equipment for spa/clinic
- Wholesalers/ Cosmetic shops/Online Shops
- Manufacturers & OEM/ODM
- Hair Salons
- Nail Salons
- Bridal Studios
- Beauty Salon & Spa Owners
- Department Stores
- Fitness Centers / Clubs
- Supermarkets
- Pharmacies
- Hotels
- Others

Event Key Highlights

Our events and activities are meticulously curated to **pique the interest of participating beauty industry players.**



Overview of Vietbeauty x Cosmobeaute Vietnam 2022

Date & Venue: 24-26 August 2022 at SECC, Vietnam | Time: 9:00-17:00



Total
Exhibition Area:
4,400SQM



Number Of
Unique Visitors:
6,404 Visitors



Hosted
VIP Buyer:
**Nearly 200
B2B Buyer**



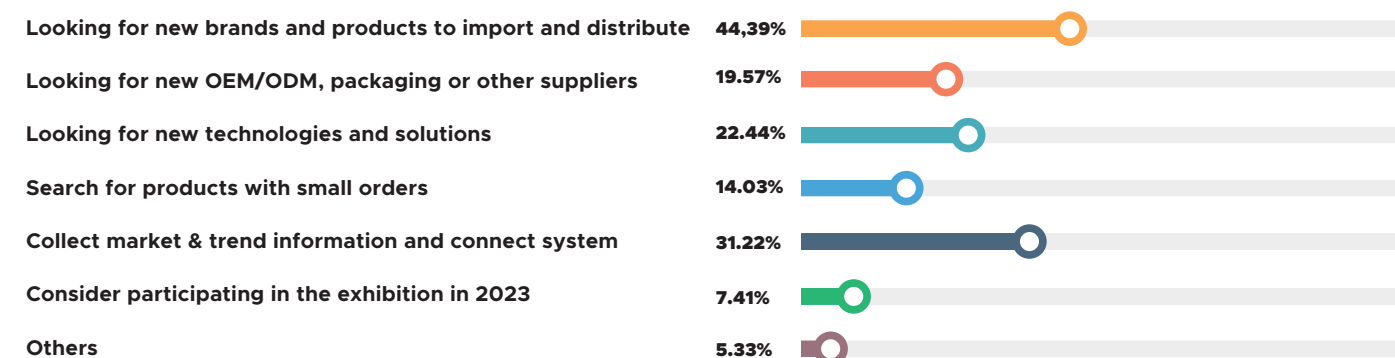
Number of exhibitors:
**145 Companies
with 550+
Beauty Brands**



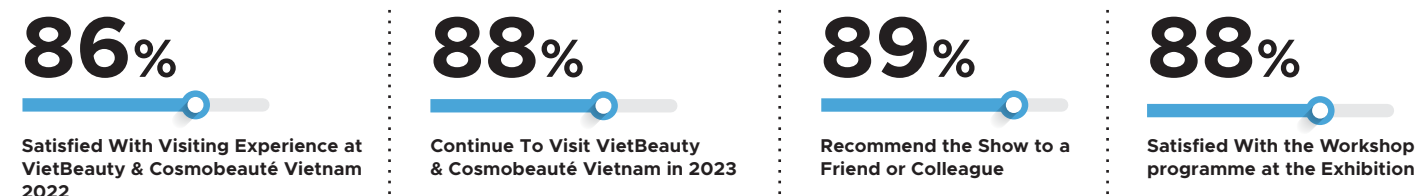
No. of B2B Meeting
onsite: **2000+
B2B Meetings**



B2B Buyers & Visitors' Objective for Visiting



B2B Buyers & Visitors Satisfaction



Exhibitors' Objective for Exhibiting



Satisfactory Level of Exhibitors

81% Satisfaction at VietBeauty & Cosmobeauté Vietnam 2022

90% Recommend the show to a friend or colleague

Quotes from Exhibitors

“ This is the 4th time PPL companies have participated in the exhibition. The event gathered a lot of companies and brands from many countries in the beauty industry which made me very impressed. Our company has invested very carefully this year and will continue to accompany the programme next year.

Trần Thị Hương Nghiệp

Business manager
Công ty TNHH Thương mại Dịch vụ và
Phát triển PPL - Việt Nam



“ Our second time we've participated as we got a good outcome from the previous year. This year, we came to introduce our beauty products from New Zealand, and we also wanted to introduce the inner beauty products from New Zealand to Vietnam. Thank you for the Organising Team and hope that we will have a good outcome from the exhibition.

Tien Nguyen

Marketing & Sale
Alpha Laboratories | New Zealand



“ We think that the trade show is really good and effective for those who are in search for new partners within the Asian region, particularly in Vietnam. We are experiencing a lot of interest and demand so far. We are really happy to be here.

Alina Bulanaya

International Manager
DRC Group (R.O.C.S.)



Visitor Testimonial



I came here to see all the potential products in this event, as we have to find the right product for Vietnamese market.

This event is very good actually. It has good products, especially Korean products which seem very good for Vietnamese market. For my company and my position, it very interesting to be here. Also, the organisation is very good, I have nothing to complain.

Adrien Ecombat

International Purchasing Manager
Buy2Sell Company



Thanks to the management at Informa Markets for another successful VietBeauty & Cosmobeauté Vietnam show in HCMC. It's great to be back after a couple of years online only due to the pandemic. We certainly found a good number of new brands and partners to represent in Vietnam & Myanmar. Brand owners and manufacturers were willing to spend quality time with our team which made all the difference.

Ian Macdonald

CEO
MEDICARE



It's fantastic to see the pace of innovation in cosmetics market here. I participate in this trade show every year, and each year there's something new in the market. That's so fantastic. I love it, and I will visit again next year!

Dr. Thomas Remy

Managing Director
M2M Medical

INFORMA MARKETS BEAUTY NETWORK

COSMOPROF
INDIA MUMBAI

MUMBAI • INDIA

6 - 8 Oct 2022

Organised by

Bologna Fiere | **informamarkets**

COSMOPROF CBE
ASEAN BANGKOK

BANGKOK • THAILAND

15 - 17 Sept 2022

Organised by

Bologna Fiere | **informamarkets** | **CBE**

COSMOPROF
ASIA HONG KONG
2022 SINGAPORE SPECIAL EDITION

SINGAPORE

16 - 18 Nov 2022

Organiser - Cosmoprof Asia Ltd

Bologna Fiere | **informamarkets**

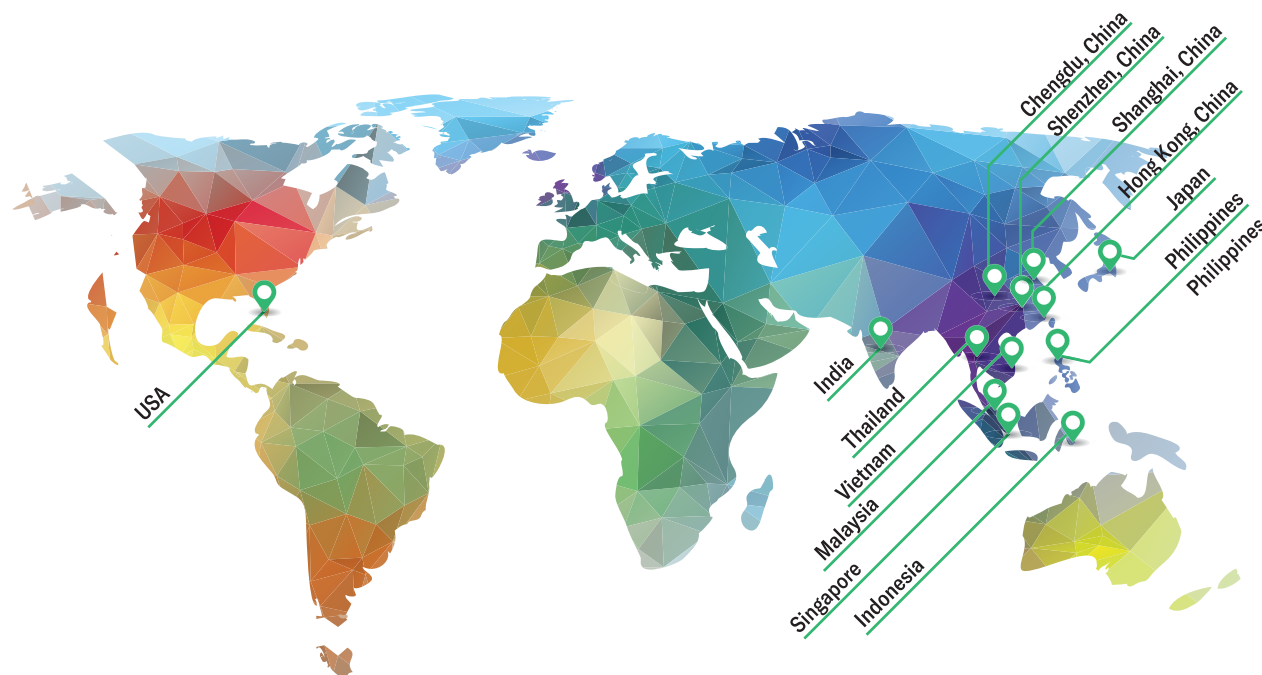
CBE
CHINA BEAUTY EXPO
CHINA BEAUTY SUPPLY

SHANGHAI • CHINA

14 - 16 Dec 2022

Organised by

Baiwen | **informamarkets**



TOKYO • JAPAN



Diet & Beauty

26 - 28 Sept 2022

ORLANDO • USA



3 - 5 Jun 2023

BIRMINGHAM • USA



23 - 24 Oct 2022

Organiser **informamarkets**

COLUMBUS • USA



2 - 3 Oct 2022

MIAMI • USA



Oct 2023

SHENZHEN • CHINA



To be announced

Organised by **Bologna Fiere** | **informamarkets** | **Baiwen**

Powered by **CBE** | **COSMOPROF**

CHENGDU • CHINA



12 - 14 Aug 2022

Organiser **informamarkets**

Powered by **AMWG**

HO CHI MINH CITY • VIETNAM



27 - 29 Jul 2023

PASAY CITY • PHILIPPINES



7-9 June 2023

Organiser **informamarkets**

Powered by **COSMOPROF** | Sales Office Europe, Africa and the Americas | **Bologna Fiere**

KUALA LUMPUR • MALAYSIA



27 - 30 Sept 2023

JAKARTA • INDONESIA



12 - 14 Oct 2023

Booth Packages

OPTION 1: Raw Space



OPTION 2: Shell Scheme



- White polyester laminated panels for board (Height 2.5m)
- Fascia board with company name & booth number
- Needle punch carpet
- Fluorescent tube light (40w) x 2
- Information counter x 1
- Folding chair x 2
- Power point (5amp/220volt, single phase) x 1
- Waster paper basket x 1

CONTACT US NOW
to Secure Your Prime
Location!



Informa Markets on Beauty segment has an extensive network powered by B2B events across 12 renowned cities in Asia – Hong Kong, Bangkok, Chengdu, Ho Chi Minh City, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo and Singapore; the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East coast and USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.

We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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Vietbeautyshow

www.vietbeautyshow.com

Beauty E-markets Community: <https://beauty.imv-emarket.com/en>

the
Organiser