



Vietnam's Premier International Beauty Show
vietbeauty

cosmobeauté
Vietnam 2024

THE LEADING INTERNATIONAL
BEAUTY TRADE SHOW IN VIETNAM

.....

SECC, HCMC, VIETNAM

25-27

JULY

2024

.....

**FROM SUPPLY CHAINS TO FINISHED PRODUCTS
AND PROFESSIONAL BEAUTY EQUIPMENT**

HAIRCARE, NAILCARE AND MEDICAL BEAUTY

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COSMOPROF
ASIA HONG KONG
亞洲美容展

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**informa
markets**

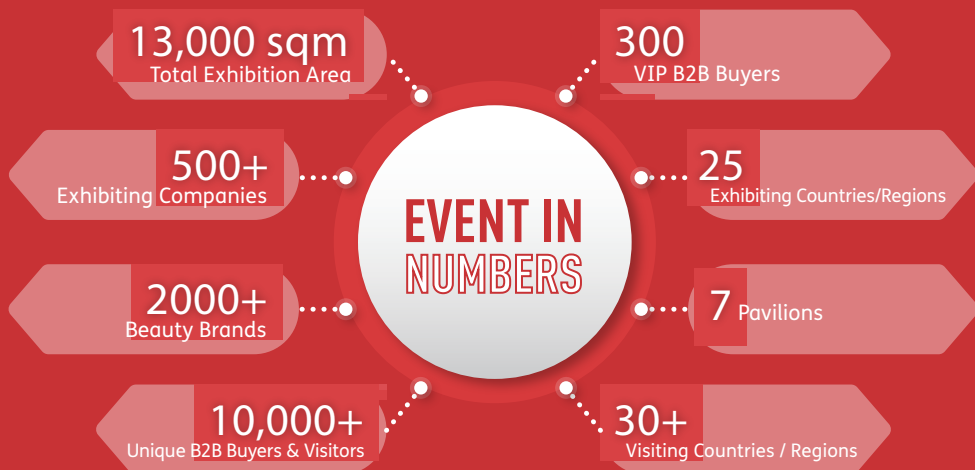
SES Vietnam Exhibition
Services Company
Limited

www.vietbeautyshow.com | www.cosmobeauteasia.com

ABOUT VIETBEAUTY x COSMOBEAUTÉ VIETNAM 2024

Recognized as Vietnam's largest and longest-running international B2B Beauty event, **Vietbeauty x Cosmobeauté Vietnam** holds significant importance in the beauty industry. Encompassing all sectors, from Supply Chains to Finished Products, Beauty Salon, Hair Salon Products, Nails and Medical Beauty Equipment, these events serve as a primary gateway to access, enter, and expand distribution networks in Vietnam and ASEAN markets.

It presents a valuable opportunity for businesses and manufacturers to broaden their market presence, explore new business prospects, and engage in a comprehensive B2B forum showcasing the latest products and services in the beauty sector. The success and attention garnered by Vietbeauty and Cosmobeauté Vietnam 2024 mark a noteworthy achievement.



POSITIVE OUTLOOK FOR BEAUTY MARKET IN VIETNAM AND ASEAN IN 2024

ONE: The growing middle-class population in Vietnam and other ASEAN countries has resulted in increased disposable income, leading to higher consumer spending on beauty products and services. This trend is expected to continue, driving market growth.

TWO: The rising awareness of personal grooming and self-care among individuals in the region has created a strong demand for a wide range of beauty products, including skincare, cosmetics, and hair care. Moreover,

THREE: The rapid expansion of e-commerce platforms and the increasing penetration of smartphones have made beauty products more accessible to consumers, particularly in remote areas. This digital transformation, coupled with targeted marketing strategies by beauty brands, is expected to boost sales and market penetration.

FOUR: the ASEAN region's focus on sustainability and natural ingredients aligns with the growing global trend, allowing local beauty brands to tap into the eco-conscious consumer segment.

6 REASONS MUST PARTICIPATE



Approach and Enter Vietnam market by exhibiting and launching new products & services at this event. 9AM - 5PM



Increase your brand awareness, business presentation prestige to local and international B2B Buyers.



Approach VIP B2B Buyers through Matchmaking B2B Buyer Program. Manufacturers/ OEM/ ODM, Distributors, importers, salons, retailers, e-commerce businesses, Professional Experts and potential investors will have a preview in advance of the exhibitor profile and schedule appointments in advance.



Enhance and expand your trading opportunities and distribution network with potential partners from many provinces in Vietnam and ASEAN countries.

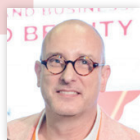


Update knowledge, market information, and beauty industry trends via educational seminars with sharing from leading key-note speakers in Beauty Industry.



Be a part of the Premier Beauty Trade show & Beauty Community in ASEAN.

SUCCESSFUL CASE



MR. BART VERHEYEN

Chairman of the Belgium-Luxembourg
Chamber of Commerce in Vietnam (BELUXCHAM);
Commercial Director of MEDICARE Vietnam

MEDICARE VIETNAM



MR. AIK LIM

Senior Director of Meiyume

It's fantastic to be attending this year and fortunate to have the opportunity to participate in the Vietbeauty & Cosmobeauté Vietnam 2023 for several consecutive years. For a retail-focused company, this is a great chance for us to connect with potential brands and secure exclusive distribution for our products in Vietnam. At this year's exhibition, we were successful in our negotiations with our partner Meiyume. This is a positive outcome, and I think Vietbeauty & Cosmobeauté Vietnam will introduce MEDiCARE to a number of other cooperation prospects in the future.

MAIN EXHIBITOR PROFILES

Finished products for Retail & Professional use:

- Skin care / Personal care
- Make-Up and tool / accessories
- Professional Care Product for Beauty Salons / Clinics
- Beauty Health Supplements / Food & Beverages
- Natural and Organic Products
- Perfumery, Cosmetics & Personal Hygiene
- Nailcare & Haircare products / Equipment
- Beauty services & Solutions
-and many more

Supply Chains:

- Development / R&D and Formular
- Manufacturer, Contract Manufacturing & Private Label (OEM / ODM)
- Formulation & Raw Materials, Lab & Testing services
- Packaging, Labeling & Processing Equipment
- Manufacturing Machinery
- and many more

Professional Beauty Equipment & Devices:

- Beauty Equipment & Tools for Spa / Clinic
- Medical Aesthetic Product & Equipment for Aesthetic surgery
- Salon Furnishing Spa & Wellness Facilities
- Equipment, Tool & Furnishing Facilities for Nail & Hair Salon



EXHIBITOR QUOTES



MR. MICHAEL BAI

Sales Director

It's only been a month since the VietBeauty show 2023 in Ho Chi Minh City, Vietnam, and I deeply appreciate everything you've done for us. The planning and execution of the event exceeded our expectations. Thanks to this event, we connected with numerous important and valuable clients. Once again, thank you for all your efforts. Wishing you wonderful days ahead. All the best!



MS. SEN. HSU

Marketing Manager

Yong Li Trading Company Limited

I believe that the beauty industry in Vietnam is currently a very vibrant and promising market. Our booth is bustling with activity, especially with visitors from various markets such as South Asia, the Arab world, and they are very interested in the products we offer.



MS. DUONG THI CHUYEN

Business Manager

Ioniaga Vietnam Co., Ltd

This is one of many excellent international exhibitions in Vietnam. It creates an ideal opportunity for exhibitors like us to directly interact and connect with potential clients.

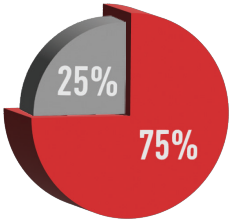
* Read more in 2023 Post-show report

VISITOR PROFILES

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



B2B Buyer and Visitor Geographical Breakdown



- Vietnam**
- International**

**The percentage is post show report of 2023 edition.*

TOP 4 VISITOR'S OBJECTIVES FOR VISITING

Looking for new brands and products to import and distribute.

Looking for new OEM, packaging, or other suppliers.

Looking for new technologies and solutions.

Collect market & trend information and connect syst

** Read more in 2023 Post-show report*

FACTS & FIGURES IN 2023



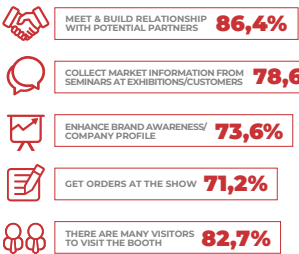
Satisfactory Level Of Exhibitors



Visitor's Professional Profile



Exhibitors' Objective For Exhibiting



B2B Buyers & Vistor Statistics

Total Number of Unique B2B Buyers & Visitors **8738**



B2B Buyers & Visitors' Nature Of Business



* Read more in 2023 Post-show report

HIGHLIGHT ACTIVITIES

OPENING CEREMONY

The programme will be well attended by VIPs from representatives from international pavilions, guests of honor from supporting organisations, leading associations, and government bodies.

AESTHETIC & RETAIL SEMINARS

Hosted by leading industry experts, a series of educational, retail seminars will provide insightful information and beauty trends not only in Vietnam but also in ASEAN.

LIVE DEMONSTRATION

Be a value-added benefit for our exhibitors, beside showcasing in the exhibition area, they also get a chance to demonstrate their products lively at a dedicated platform.

KOL

During the exhibition, attendees can get a chance to meet in person with KOL who get interaction with your products / services on the show floor.

B2B BUYER PROGRAMME

One of the most important programme at the event is B2B Buyer Programme which we supportively connect exhibitors with top qualified buyers who are decision makers from manufacturers, distributors, retailers, Spa & Salon Owners, etc.

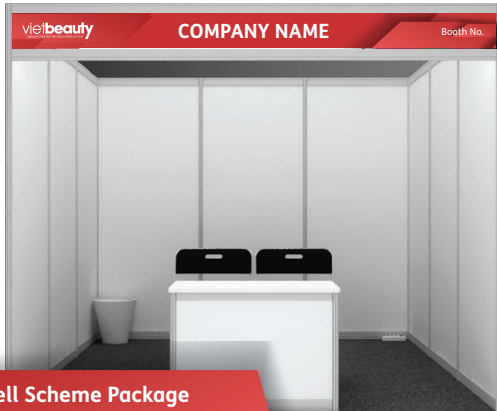
EXHIBITION RATE



Raw Space (Space Only)

Unit cost: **USD360/m²**

(Minimum space is 18sqm)



Shell Scheme Package

Unit cost: **USD390/m²**

(Minimum booth is 9sqm)

Each 9 sqm standard booth inclusive of:

- ▶ Needle punch carpet.
- ▶ White polyester laminated panels for board (2.5mH)
- ▶ Fascia board with company name and booth number
- ▶ Fluorescent lights (40 w) x 2
- ▶ Information counter x 1
- ▶ Folding chairs x 2
- ▶ Waste basket x 1
- ▶ Power socket (5A/22V, single phase) x 1

Sponsor Package

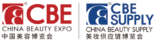
Contact us for more details

NEW IN 2024!

To support and show the true power of Vietnamese beauty brands, we aim to create a playground for **MADE IN VIETNAM BRANDS** in 2024 edition.

Contact us for more information and secure a prime location at our dedicated **MADE IN VIETNAM PAVILION!**

INFORMA MARKETS BEAUTY NETWORK



SHANGHAI • CHINA

Organised by
Baiwen | Informa markets



LAS VEGAS | MIAMI • USA

Organizer - USA Beauty LLC
informa markets | Bologna Fiere | IFPE International Beauty Expo Association



BANGKOK • THAILAND

Organised by
Bologna Fiere | informa markets | CBE



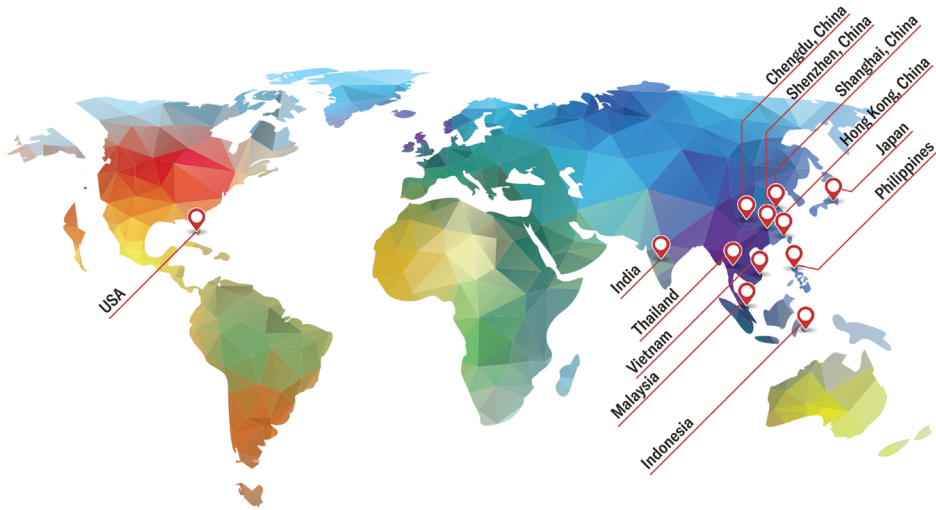
HONG KONG • CHINA

Organiser - Cosmoprof Asia Ltd
Bologna Fiere | informa markets



MUMBAI • INDIA

Organised by
Bologna Fiere | informa markets



TOKYO • JAPAN



ANAHEIM • USA



SAN ANTONIO • USA



Organiser | informa markets

ORLANDO • USA



SHENZHEN • CHINA



Organised by COSMOPROF | informa markets | Baiwen

Powered by CBE COSMOPROF

CHENGDU • CHINA



Organiser | informa markets

HO CHI MINH CITY • VIETNAM



25 - 27 July 2024

PASAY CITY • PHILIPPINES



To be announced

Organiser | informa markets

KUALA LUMPUR • MALAYSIA



JAKARTA • INDONESIA



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ABOUT INFORMA MARKETS

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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FOR ANY ENQUIRIES, PLEASE CONTACT

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EUROPE, AFRICA, MIDDLE EAST, THE AMERICAS

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