

**Press Release
For Immediate Release**



COSMOPACK AND COSMOPROF ASIA HELD UNDER ONE ROOF IN 2020

Asia's Leading International B2B Beauty Show Creates Industry Inclusivity

[6 July 2020, Hong Kong] Joint organisers BolognaFiere Group and Informa Markets have decided upon strategies to create more inclusivity for **Cosmopack** and **Cosmoprof Asia** 2020 including a specialty one-time consolidation of both collocated events held under one roof at the Hong Kong Convention & Exhibition Centre (HKCEC) from 11-13 November. In addition, the team plans to launch a Digital Week of activities held right after the physical event as to offer more companies and professionals the ability to participate virtually.

In recent weeks and months Asia has seen rapidly improving conditions in some countries and regions including several consecutive days and weeks of 0 to near 0 newly reported cases of COVID-19 in Hong Kong. Furthermore, the trajectory of recovery for neighboring countries such as Thailand, Japan, and Malaysia are also improving--indicating the possibility of further future eased travel restrictions. Still, with many countries and regions still not reaching similar levels of stability yet, the organisers have proactively decided to create an atmosphere of global beauty opportunity and inclusivity synonymous with the fair's history and reputation. As a specialty one time move, Cosmopack and Cosmoprof Asia will be combining the two fairs typically held at Hong Kong Convention & Exhibition Centre (HKCEC) and AsiaWorld-Expo (AWE) all under the roof of HKCEC for 2020. This combination will allow for buyers to maximize time by sourcing from 12 product sectors all in one venue including Cosmoprof Asia's finished products categories of *Cosmetics & Toiletries, Beauty Salon, Nails, Natural & Organic, Hair and the new "Clean and Hygiene"* as well as Cosmopack Asia which will host suppliers from *Ingredients & Lab, Contract Manufacturing, Primary and Secondary Packaging, Prestige Pack & OEM, Print & Label, Machinery & Equipment*.

"As the first international professional beauty event to take place in Asia in 2020 the industry is hungry to get back to sourcing, buying, learning, and selling," said Antonio Bruzzone, General Manager, BolognaFiere Group, Director of Cosmoprof Asia Ltd "Our job is to provide the best experience for as many beauty stakeholders as possible during this week in November."

Cosmopack and Cosmoprof Asia 2020 will also see the first-time debut of a Digital Week held right after the physical event. This initiative is a virtual extension of the event which will enable travel restricted beauty professionals worldwide to participate in Cosmopack and Cosmoprof Asia 2020. The fair's Digital Week will include virtual presence for select exhibitors, real-time online business matchmaking for sellers and buyers, and a host of content rich recorded and live sessions including seminars and footage from the fair.

"Cosmoprof and Cosmopack Asia 2020 will be an important recovery platform for the international beauty industry," said David Bondi, Senior Vice President - Asia of Informa Markets and Director of Cosmoprof Asia Ltd. "Our decision to move the two fairs into one venue as well as launching a virtual experience apart from the live event is to create an inclusive opportunity. Our Digital Week is also a good experiment to see how we can continuously improve our offerings and services for the future."

Finally, with regards to onsite health and safety measures, the team has adopted the highest standards along with following local/federal and global health protocols and working closely with the venue operators to provide an optimally secure and safe environment.

To stay up to date with developments on Cosmopack and Cosmoprof Asia's 2020 one venue two fairs initiative as well as Digital Week make sure to bookmark www.cosmoprof-asia.com and follow our social networks.

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NOTES TO EDITORS:

High-resolution images can be downloaded from this link: <https://bit.ly/3f7PeTy>

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Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.

ABOUT BOLOGNAFIERE GROUP (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. In 2020, South China Beauty Expo, a new show in Shenzhen, China, will be scheduled in July. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with **Beauty Fair -Feira Internacional De Beleza Profissional**, and in Asia.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2021** 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. For more information, please visit www.informamarkets.com.