

Press Release  
For Immediate Release

## 1<sup>ST</sup> EDITION OF SOUTH CHINA BEAUTY EXPO OPENS TODAY

[Shenzhen, 30 July 2020] The high-profile **South China Beauty Expo (SCBE)** held for the first time at the Shenzhen Convention & Exhibition Centre opens today on July 30, 2020. Jointly organised by **BolognaFiere, Informa Markets and Shanghai Baiwen Exhibition Co Ltd**, South China Beauty Expo will gather **more than 800 high-quality exhibitors and brands** from the entire beauty industry chain, comprising **22,500 sqm of exhibition area**, to explore the market opportunities and welcoming **20,000 attendees** from the beauty industry. As the important business platform for gathering industry-wide exhibitors and helping industry to rebound, SCBE has played a significant role for the beauty sector in reshaping confidence, building new bridge and outputting advanced products.

**Mr David Bondi, Senior Vice President – Asia of Informa Markets** said, "South China Beauty Expo is an important milestone under the Informa Markets Beauty portfolio, as the first B2B event bridging the suppliers and buyers in the Greater Bay Area. The core value of SCBE is to become an effective professional platform to share innovative technologies, ideas and products to the beauty professionals globally as well as to create more business opportunities across the entire beauty supply chain."

"SCBE is the first event organized by Informa Markets, BolognaFiere and Shanghai Baiwen Exhibition, a proof that international key players must work together to develop the beauty industry – declares **Antonio Bruzone, General Manager of BolognaFiere**. – Further to that, SCBE is the first beauty exhibition in the Greater Bay Area, one of China's fastest-growing regions, which includes Guangzhou and Shenzhen. All exhibitors and attendees can take advantage of visibility and business in a very strategic market. As BolognaFiere, we will consolidate our activities in the region, to offer new opportunities to the over 10,000 companies and the more than 500,000 operators of the Cosmoprof community worldwide. SCBE will help the beauty industry restart after the pandemic. Thanks to its strategic location in Shenzhen, it will become a crucial appointment for stakeholders interested in the great economic potential of the region."

**Mr Sang Jingmin, Chairman of the China Beauty Expo and President of the Shanghai Convention & Exhibition Industries Association**, has expressed great confidence in South China Beauty Expo." On behalf of China Beauty Expo (CBE), a co-host of the South China Beauty Expo (SCBE), I wish the 2020 SCBE a great success! In this unprecedented time, it is necessary to break away and set sail to seize new opportunities! As the first beauty exhibition during this special period in the Greater Bay Area, a show that's thoroughly planned with plentiful of new

Organiser

features and accurate integration of both online and offline resources, it is surely to help beauty professionals dig deeper into the South China beauty market, gain trend insights, and inject new momentum into China's beauty industry!"

## Onsite show highlights decoding new trends of beauty industry

### AHMA 10<sup>th</sup> Hair & Styling Awards and Hair Culture Exchange Hair Show

It is worth mentioning that The 10th **AHMA Hair & Styling Awards and Hair Culture Exchange Hair Show**, co-organised with **Asia Hair Masters Association (AHMA)** which have always been making with the purpose of "Help Me Grow and Create the Future" for the young hairdressers to enhance skills and fashionable aesthetics through competition, will be held on day 1 of SCBE. The event will invite the **WAHL** ambassador team and the representative hairdressing masters in Guangdong to join the potential young hairdressers to conduct a hair show with both artistic and visual effects. By then, this wonderful performance and viewing experience will be shared with 600 friends in the hairdressing industry.

### Future Shop and "LITTLE B BOX" Innovate Retail Experience

Upgrade and innovation of retail technology are part of the concerns of the beauty industry's retail terminals. Deeply affected by the current pandemic, the offline beauty channel desperately needs mature retail technology to overtake on the corner. SCBE will join hands with **Shanghai Exland International Exhibition Co., Ltd.** to create a new **Future Shop** on the spot for the Greater Bay Area with future retail store as the carrier to show the increasingly mature Chinese retail technology, such as smart store management system and immersive experience. The coming retail experience brought by the Future Shop is worth looking forward to.

In addition, the **LITTLE B from The Beast** has partnered with SCBE and **CENTDEGRÉS** to create the "**LITTLE B BOX**", which will demonstrate how offline retailers can attract more customers by enhancing shopping experience through innovative business models.

### KOL Live-streaming

In recent years, live-streaming has shuffled the entire KOL industry. More and more fashion products, especially beauty brands, are looking for e-commerce KOL to generate sales. The pandemic in 2020 has accelerated the development of e-commerce and live-streaming sales. The official rise of live-streaming sales has changed the sales channels and models disruptively. SCBE's "**KOL Live-streaming**" will include many fashionistas for onsite live broadcast to realize generating sales on cloud and visiting the exhibition offline.

### Beauty X Fashion Jewellery & Accessories

The keywords such as innovation, fashion, young, and sense of science & technology are increasingly becoming the consuming concerns for younger generation whose consumption is [www.southchinabeautyexpo.com](http://www.southchinabeautyexpo.com)

a great potential market in the beauty industry. It is no exaggeration to say that Generation Z has become the mainstream consumer group for many trendy products. At the inaugural SCBE, the "**Beauty X Fashion Jewellery & Accessories**" zone, which brings together fashion accessories, independent designer brands, Guochao (national trendy) beauty brands, and trendy products of both stylish lifestyle and personal touch, will diversely meet the urgent needs of the professional visitors.

### **IP Licensing Convention**

More and more brands are facing the youthful anxieties such as how to communicate with the post-95s, post-00s and even the future post-10s, as well as how to create or develop new products for them. Undoubtedly, it is particularly important for cross-border business to identify the deep connotation and the spiritual value connection between IP and the brand.

During the exhibition, an **IP Licensing Convention** will fully demonstrate the innovative integration of the IP licensing industry and the beauty industry. The guests from **Beijing China Cultural Tourism and Creativity Co., Ltd., PPW, and Kakao Friends** will analyse the monetization strategy brought by artistic IP through substantive case studies to help the brands achieving cross-border cooperation and stand out in the new market landscape. The new cross-border idea of the integration of IP licensing and beauty industry will be interpreted at the highest level at the first SCBE.

### **Cross-border E-beauty**

Online channels and cross-border e-commerce have created through the internet an open, universal and convenient global trading platform for the beauty industry to achieve "buying globally and selling globally". To help the brands directly reaching the emerging markets, SCBE has especially set up the **E-beauty zone** where the well-known cross-border e-commerce platforms of external trade will share their new business models in the emerging foreign markets. The **concurrent Cross-border E-commerce Summit** for Beauty Exports will invite related popular platforms including Wish, Shopee and others to participate. At this summit, the up-and-coming companies can gain clear and rational understanding of the current trend of cross-border e-commerce, thus, seize the opportunity to expand overseas for accomplishing national brands internationally.

### **Special Events: treating the pain points of the industry and exploring the new needs of the beauty market in the post-pandemic era**

In order to intensively boost the beauty industry, SCBE has elaborately organized special onsite events during the exhibition including themed seminars and live activities, aiming to create valuable ideas through further discussion on the hot topics.

The trend forecasting agency **WGSN** will help us to grasp the consumers' needs in the first place and then the innovation opportunity by exploring the coming post-pandemic beauty tendency through the discussion on the transformation of global consumption trends, future beauty strategies, innovative retails and brand strategies. Co-hosted by **Creative Capital**, the discussion on "The Brand Marketing that Dominating the Future: Green and Sustainable Development" will bring different reflection to the brand development. **Yang Design**, the well-known industrial design company and winner of many awards such as Red Dot Design Award of Germany, iF, The DFA Design for Asia Silver Award, Forbes China's Influential Design Award, etc., will reveal the open, independent and diversify post-00 generation by presenting the insight on cosmetic packaging design based on a series of research and design. **31Ten**, which is serving many well-known enterprises, will interpret the innovative technological trend of brand marketing through the sales strategies of store-webcast, customized artificial intelligence, virtual reality and omni-channel retailing mini program. **Diary Biotec (YAT)**, which is in the spotlight of the ingredient-centric, will analyse how to create a value-enabled private domain community. **Youzan**, which is specialized in the integration solution of beauty business management, will share the cases of recovery and maintenance of business growth in the post-pandemic era. **Global Data** will bring new observation on the changes in consumer behaviours in the sub-sectors of beauty industry in the post-pandemic era. **Daily Chemicals Forefront**, will also interpret the market opportunities of disinfection and sterilization products with a 360-degree view.

In addition, there will be many more exciting live events, e.g., **MGP Image Design Art School** will work with SCBE to create an innovative performance of shiny makeup where well-known makeup artists, makeup masters and experts with millions of fans will deliver the new makeup trend. The Greater Bay Area Microblading Convention hosted by the Foshan Beauty and Hair Industry Association will provide a mind-opening opportunity of face-to-face exchanges of cutting-edge technology for the practitioners.

The sudden pandemic has shocked all walks of life including the beauty industry. As the first professional beauty exhibition in the Greater Bay Area in this special moment, the resourceful SCBE is in a good cause to help the industry to get rid of the constraints and realize corner-overtaking in the post-pandemic era.

For more information and activities, please visit the SCBE website:  
[www.southchinabeautyexpo.com](http://www.southchinabeautyexpo.com)

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#### **NOTES TO EDITORS:**

Download the high-resolution images at the following link:

<https://live.photoplus.cn/live/93987550?uniqCode=wBXq0tlih6&accessFrom=qrcode>

[www.southchinabeautyexpo.com](http://www.southchinabeautyexpo.com)

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**About the organiser:**

The South China Beauty Expo is organised by Informa Markets, BolognaFiere and Shanghai Baiwen Exhibition Co Ltd.

**About INFORMA MARKETS ([www.informamarkets.com](http://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](http://www.informamarkets.com).

**About BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))**

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has a portfolio of 75 events in Italy and 25 events abroad, 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 more than 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 BelezaProfissional.

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**About SHANGHAI BAIWEN EXHIBITION CO LTD ([www.cbebaiwen.com](http://www.cbebaiwen.com))**

Shanghai Baiwen Exhibition Company is a branch of Informa (FTSE 100), the world's largest exhibition magnate, and also the organiser of China Beauty Expo (CBE), China's renowned beauty show. With over ten years of experiences in planning and organising quality exhibitions, Baiwen has won the honors of quality, professionalism and authority. China Beauty Expo, with an annual exhibition space of 260,000sqm, is one of the top three beauty shows in the world. As the international trading platform covering full supply chain of beauty products, CBE includes three shows, namely China International Skin Care and Washing Product Show, Shanghai International Skin and Hair Care Product Show and Shanghai International Daily-use Chemicals' Ingredient, Packing and Machinery Show. Baiwen is currently the Chairman Unit of Shanghai Exhibition Industry Association and Vice Chairman Unit of Shanghai Daily-use Chemical Association. CBE has been awarded the honors of Shanghai's Well-known Brand, Shanghai Brand Exhibition, Shanghai Brand Service etc