

COSMOPROF CBE ASEAN RESCHEDULES ITS FIRST EDITION TO DECEMBER 2021

Bangkok, March 2021 – The organizers of **Cosmoprof CBE ASEAN** – Informa Markets, China Beauty Expo (CBE) and BolognaFiere – have decided to reschedule the first edition of the event. The exhibition will be held **from 8 to 10 December 2021** at the **IMPACT Exhibition and Convention Center in Bangkok, Thailand**.

Cosmoprof CBE ASEAN will host companies and operators interested in new opportunities in South-East Asia, one of the most attractive markets for the cosmetics industry. According to [the latest report published by McKinsey & Company](#), the region is recovering fast from the pandemic, thanks to the rapid development of e-commerce, as well as strong growth rates in Singapore, Indonesia, Vietnam, Thailand, Malaysia, and the Philippines. E-commerce sales in the SEA market are expected to surpass US\$150 billion by 2025 and the pandemic is fast driving consumers to online shopping in every part of the world. The region has a young population with a third of the 650 million-strong market aged below 20, while e-commerce only accounts for about 3% of the total retail in the region –in stark contrast to the 20% in mainland China and more than 10% in the US, suggesting there is huge potential for continued growth in the region.

To grant to all international stakeholders the chance to take part in the first professional event dedicated to the beauty sector, the Organizers decided to postpone the exhibition. Thailand has plans to reopen its borders to vaccinated international travelers with quarantine-free entry later in the year – and the new show dates will bring more confidence to participants from all over the world. Further to that, Cosmoprof CBE ASEAN will feature a hybrid format, running a parallel digital platform available for all stakeholders unable to travel to Bangkok. The digital tools will allow for online connection and professional matchmaking between all companies and professionals interested in the exhibition, optimising new business opportunities and enhancing the capacity for global networking.

While waiting for the physical trade show, companies and operators attending Cosmoprof CBE ASEAN will have the opportunity to test the market and find new leads thanks to **WeCosmoprof International**, the digital event organized by the Cosmoprof international network, **from 7 to 18 June 2021**.

"We have great expectations on Cosmoprof CBE ASEAN, since it will be the first occasion for our community to evaluate the economic potential of South-East Asia, still an unexplored market," says

Gianpiero Calzolari, President of BolognaFiere. “Although we are looking forward to starting this new adventure for the Cosmoprof international network, we have to grant our exhibitors and attendees the safest conditions for a high-performing event. Rescheduling the exhibition and ensuring a hybrid format, matching digital tools with physical initiatives on the show floor, we hope we will be able to offer global stakeholders a qualified and prestigious platform to help their business to restart. In the meantime, Cosmoprof will welcome Cosmoprof CBE ASEAN participants to WeCosmoprof International, providing a unique digital business experience with partners from all the continents”.

Mr. David Bondi, Senior Vice President of Informa Markets said, “The beauty industry has not stopped evolving during the pandemic. New innovations have come out to solve new problems that have arisen during this period. We look forward to delivering an even better launch of Cosmoprof CBE ASEAN in December 2021, with the hybrid format combining digital and face-to-face visitors, offering extensive opportunities for the beauty community to connect both online and offline.”

“We are excited and extremely proud to be part of this launch, the very first Cosmoprof CBE ASEAN – in Thailand, bringing Chinese beauty brands and suppliers to explore the great potential lying in the markets.” declared **Ms. Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd**, “I am confident that Cosmoprof CBE ASEAN will advance the growth and development of the beauty industry in Thailand, and ASEAN at large.”

For further information – <http://www.cosmoprofcbeasean.com/en-us/>

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Cosmoprof CBE ASEAN is organised by Informa Markets, BolognaFiere, Shanghai Baiwen Exhibition Co Ltd.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty 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 2022** will serve THE AMERICAS, North, South America and Caribbean Islands Region. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, 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.

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 was held in July. The Cosmoprof platform will reinforce its influence in Europe with the **Beauty Forum** format, 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 SHANGHAI BAIWEN EXHIBITION CO LTD (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.