

Press Release
For Immediate Release

8,216 ATTENDEES VISITED THE FIRST EDITION OF COSMOPROF CBE ASEAN

[Bangkok, 26 September 2022] – 8,216 visitors from 46 countries and regions attended the first edition of **Cosmoprof CBE ASEAN**, which has taken place at the **IMPACT Exhibition & Convention Center** in Bangkok, Thailand.

Organised by BolognaFiere, Informa Markets, and China Beauty Expo, the exhibition hosted an **exhibition area of around 10,000 sqm**, with more than **500** high-quality exhibitors and brands which presented innovative products specifically conceived for the needs of consumers in South East Asia. International beauty companies and suppliers from across the world gathered to provide a global overview of avant-garde solution both for finished products and the supply chain. Country Pavilions were showcasing innovative products and trends from around the world, participating with the support from governments and trade associations: **France** (Business France), **Italy** (ITA - Italian Trade Agency) as well as two pavilions from **Korea** (KOEKO - Korean Exhibition Company, and IBITA - International Beauty Industry Trade Association). The 'Beauty Made in Thailand' section was greatly appreciated by operators, too, thanks to the high-level standard of Thai Beauty proposals showcased by local companies. The exhibition offered a great occasion for all stakeholders to exchange news and comments on the evolution of the beauty industry, thus creating the best conditions for developing new projects and establishing new profitable partnerships.

Thanks to the support by **Thailand Convention and Exhibition Bureau (TCEB)**, the **Federation of Thai Industries (FTI)** and **Thai Cosmetic Manufacturers Association (TCMA)**, the exhibition gathered stakeholders and operators, providing strategic opportunities for new business and exclusive content.

Over 60 top ASEAN buyers attended Cosmoprof CBE ASEAN, meeting with companies and suppliers. Their visit to the exhibition has been supported by major ASEAN associations: **ASEAN Cosmetics Association (ACA)**, **Chamber of Cosmetics Industry of the Philippines (CCIP)**, **The cosmetics, Toiletry and Fragrance Association of Singapore**

(CTFAS), The Malaysian Cosmetics & Toiletries Industry Group (MCTIG), Specialists in Wellness Association Singapore (SWAS), Vietnam Essential Oils & Aromatherapy Cosmetics Association (VOCA), and Laos Cosmetics Association.

Buyers, distributors, retailers, companies and service providers had the opportunity to connect and discuss new partnerships thanks to the **Buyer Program**, the strategic business tool powered by Cosmoprof international network. More than 600 b2b meetings were scheduled on the Cosmoprof branded match-making platform **Match&Meet**, thus optimising opportunities for key players attending the exhibition.

FIRST IMPRESSIONS FROM EXHIBITORS AND ATTENDEES

Exhibitors expressed great satisfaction on the quality of the event, which proved to be a strategic opportunity for new business for both domestic and international companies.

"We expected limited buyer participation due to being the first edition and Covid-19. But Korean Pavilion of KOECO showed great gratitude, representing Korean exhibitors." **Kim Sung Su, President of Korean Exhibition Company (KOECO), Korea** commented. "It was a very satisfying show for doing a lot of business with buyers from Southeast Asia, Middle East and Europe."

"The first edition of Cosmoprof CBE ASEAN Bangkok has been a unique opportunity to expand our network of contacts, meet up long time partners and attend high-level meeting sessions with distributors from Thailand and SEA", highlighted **Michele Martin, Country Manager Asia Pacific of Lisap Laboratori Cosmetici S.P.A., Italy.**

"During Cosmoprof CBE ASEAN we had the opportunity to meet new potential clients from Thailand and SEA which were interested in our branded products and private label line. We look forward to consolidating our results in Singapore and to plan the events for 2023 year", announced **Francesco Vitulli, CEO of Kaaral Srl, Italy.**

"We are really satisfied about the results obtained during the exhibition. We met our target players, and the results went beyond our expectations. We used the Match & Meet program to organize our meetings and we fixed 15 meetings with buyers in advance", explained **Michele Bottalico, CEO of Planbio Cosmetics Srl (Uvia), Italy.**

“Our participation at Cosmoprof CBE ASEAN was a great success, we received a lot of attention from visitors who visited our booth. We are contacted by many new clients from Thailand and even international companies, we are very happy for that.” **Wasana Intasang, Chief Executive Officer of Revomed (Thailand) Co.,Ltd, Thailand.**

“During the show, I have met and business-matched with many potential suppliers and business partners, I am very satisfied with the quantity and quality of those business partners. I would like to thank the organisers for a wonderful business matching program that I have good experience with it.” said **Suwiphorn Nanchai, Assistant Oversea Manager of Bloomigo Company Limited, Thailand.**

SPECIAL PROJECTS AND INITIATIVES

Great attention was paid on the educational sessions of Cosmoprof CBE ASEAN, **CosmoTalks**, which presented new trends and market studies. Beauty & Spa professionals, make-up artists and hairstylists had the opportunity to attend the exclusive live demonstrations and competitions hosted by **Cosmo Onstage**.

Cosmoprof CBE ASEAN will be back **from 14 to 16 September, 2023**, at the **Queen Sirikit National Convention Center (QSNCC), Bangkok.**

For more information: www.cosmoprofcbeasean.com

NOTES TO EDITORS:

Download the high-resolution images at this link: <https://bit.ly/3LyZCF2>

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Cosmoprof CBE ASEAN is organised by Informa Markets, BolognaFiere, Shanghai Baiwen Exhibition Co 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. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Singapore as a special edition (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). The fifth exhibition of the network, **Cosmoprof CBE ASEAN**, in Thailand, focuses on the cosmetic industry in South-East Asia. The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty**.

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 2023 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 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.