

## Cosmoprof Asia 2023 returns to Hong Kong: over 60,000 attendees and 2,000 exhibitors are expected

[Shanghai, May 12, 2023] – **Cosmoprof Asia 2023** will return to its home town of Hong Kong for its 26<sup>th</sup> edition. The leading B2B event in the Asia-Pacific region, organized by a joint-venture between **BolognaFiere and Informa Markets**, will host the industry's key players. Concurrently, **Cosmopack Asia** will be held **from November 14 to 16 at AsiaWorld-Expo**, gathering the main global leaders of the supply chain, including ingredients, machinery & equipment, packaging, contract manufacturing and private label. Meanwhile, **Cosmoprof Asia, running from November 15 to 17 at the Hong Kong Convention & Exhibition Centre**, will feature the most innovative beauty branded products dedicated to retail and professional distribution channels.

"As the region's most awaited and respected beauty event, Cosmoprof Asia once more brings Asia's, and the world's, beauty communities back to the international city of Hong Kong," said **Antonio Bruzzone, General Manager of BolognaFiere**. "Cosmoprof Asia 2023 will fulfil the traditional expectations of the industry: a fitting exhibition area to welcome all the leaders of the sector, a full-range presence of stakeholders coming from the whole region, and a rich offer of contents and inspirational projects. We look forward to meet next November in Hong Kong and restore our strong relationship with key players in Asia Pacific."

"We are delighted to be welcoming Cosmoprof Asia's international communities back to Hong Kong for the 26<sup>th</sup> edition of our world-class beauty show," said **David Bondi, Senior Vice President – Asia of Informa Markets and Director of Cosmoprof Asia Ltd**. "As the world returns to pre-pandemic norms, we are already seeing buyers and suppliers flocking back to their favourite Asia-based show for business and knowledge, where Asia's beauty technology and innovations, insights and trends will once again shine in the global spotlight."

### OVERWHELMING FEEDBACKS

After 2022's successful special edition in Singapore, Cosmoprof Asia 2023 will settle back in its original home. **More than 2,000 exhibitors are attending the show, and over 60,000 visitors are expected to visit the fair** to discover new products and the trends. The exhibition area, reaching **100,000 sqm**, will once again be the home of the leading beauty brands and most innovative suppliers of the Asia-Pacific region. As of now, close to 90% of stand space has been sold/reserved.

When it comes to finished products, just a few examples of key exhibitors include American International Industries, Aromatic Enterprises, Beautisky International, Chiang Pao Industrial, Christina, Comprof, Dancoly Cosmetique France, E & J Korea, Geske, Grupo DRV - Phytolab SL, Indiba, Kiss Nail Products, Kokie Cosmetic, Lumenis, Nuova Fapam, Parlux, Takara Belmont Corporation, The Kirschner Group, Inc., Ultra V Hong Kong and Wishpro.

So far, a selection of notable supply chain exhibitors at Cosmopack Asia include: B.Kolormakeup & Skincare, Coreana Bio, Cosmecca Korea, F.S. Korea Industries, Fiabila, HCP Packaging, Il Cosmetics, Jia Hsing Enterprise, Jooshin Machine, Jwu Ching Enterprise, Kolmar Korea, Magnoli Cosmetics, Omnicos, Pin Mao Plastic Industry, Schwan Cosmetics, Sheencol'or Biotech, Thai Ho Bio-Tech Cosmetics (Taiwan), Tonnie Cosmetics, WONTECH, Yonwoo, Yu Hao / Hao Ying Machine Enterprise.

**Further indicating the international presence of this year's show, more than 20 Group and Country Pavilions** are expected. Among them Australia, France, Germany, Israel, Japan, Korea, Poland, Singapore, Spain, Switzerland, Thailand, Turkey and the USA have already confirmed their presence.

### **Quality networking at the heart of the show**

As always, buyers from all over the world will be welcomed, while this year higher attendance is expected from China, Asia Pacific countries, Europe and the USA. Thanks to the **Buyer Program**, the signature campaign developed by the Cosmoprof network, and the show's exclusive **Match&Meet platform**, networking and connections will be facilitated between wholesalers, distributors, importers, brand owners, contract and packaging manufacturers across categories including beauty salon, Spa & Wellness, retail, e-commerce, OEM and EDM.

### **WHY COME TO HONG KONG?**

Hong Kong is one of the leading destinations for B2B events in the Asia-Pacific region:

- ✓ A strategic location, it offers a business-friendly environment being a free trade port and tax free zone
- ✓ It is the gateway to Mainland China (imports), and Asia Pacific, EU and the UK (exports)
- ✓ It is the 4th largest trading partner of China
- ✓ Hong Kong is a strategic commercial hub offering a high volume of exports to Europe (+47% of growth in 2022), showing particularly strong connections with The Netherlands (+158% in 2022) and UK (+187% in 2022).
- ✓ It is the preferred homebase for many professional distributors who are experienced in handling entry procedures for goods being imported and exported

### **SPECIAL AREAS**

To meet the expectations of companies and operators attending Cosmoprof Asia 2023, special areas dedicated to selected segments help to focus attention on key trends in the Asia-Pacific region.

For example, PRESTIGE PACKAGING OEM/ODM will host premium companies presenting innovative packaging solutions and manufacturing technologies. Exhibitors in this area will benefit from an exclusive all-inclusive onsite and online program, and special promotions throughout the fair.

In addition, BEAUTY TECH will be specifically dedicated to the retail sector and brands interested in new and innovative ways to connect to consumers. The area will give visibility to cutting-edge devices and apps, new software solutions, and AI and AR tools.

### **THE SPECIAL INITIATIVES**

Further stimulating the exhibition's offerings, Cosmoprof Asia 2023 presents specific initiatives that will emphasize new content and inspiration to stakeholders.

Special attention will, for example, be dedicated to excellence in beauty, thanks to the **Cosmoprof & Cosmopack Asia Awards**, a project curated by BEAUTYSTREAMS. The initiative will celebrate the best proposals presented by exhibitors, thus rewarding research and development in formulation, packaging, sustainable approach, storytelling and value proposition. Special visibility will be provided to finalists, and the winners will be announced during the exhibition.

**CosmoTrends** will provide an overview of current trends in Asia-Pacific, showcasing innovative new launches presented by exhibitors on the show floor. The accompanying report, prepared by BEAUTYSTREAMS, will become a strategic roadmap for operators, buyers, trend-scouters, press and influencers, helping them understand which products will influence consumer's habits in the next months.

**CosmoTalks**, the educational program of the Cosmoprof network, will host global leaders of the cosmetics industry to share business cases, trends forecasts and market analysis. The most timely topics for the sector will be analysed, in order to spark inspiration and new ideas among attendees.

**CosmoOnstage** will host live show and demo sessions by exhibitors, putting innovative products, new techniques and fresh treatments in the beauty, make-up, nail and hair categories to rigorous test.

**CosmoLab** is a project powered by Cosmopack Asia. An interactive installation and multisensory experience developed by OPAL in collaboration with HKSCC & IFF, will be built to demonstrate how Clean Beauty can drive consumer behavior towards a better lifestyle.

For any further information please visit [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

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**NOTES TO EDITORS:**

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**MEDIA ENQUIRIES:**

**ASIA: Informa Markets, Hong Kong**

Janice Poon      Tel: +852 3752 8350      Email: [janice.poon@informa.com](mailto:janice.poon@informa.com)

**WORLDWIDE: BolognaFiere Cosmoprof Spa**

Arianna Rizzi      Tel: +39 02 45 47 08 253      Email: [arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)

Giulia Zucchetti      Tel: +39 02 45 47 08 272      Email: [giulia.zucchetti@cosmoprof.it](mailto:giulia.zucchetti@cosmoprof.it)