

HONG KONG

10 – 12 NOVEMBER 2026

ASIAWORLD-EXPO

COSMOPACK ASIA OEM/ODM & INGREDIENTS

COSMOPACK ASIA PACKAGING & MACHINERY

11 – 13 NOVEMBER 2026

**HONG KONG CONVENTION
& EXHIBITION CENTRE**

COSMOPROF ASIA PERFUMERY & COSMETICS & NAIL

COSMOPROF ASIA HAIR & BEAUTY SALON

COSMOPROF
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亞太區美容展

ASIA-PACIFIC'S PREMIER BEAUTY EVENT, COSMOPROF ASIA 2026, PREVIEWED AT PRE-EVENT PRESS CONFERENCE

An exclusive first look at Asia-Pacific's premier B2B beauty event

[HONG KONG, 8 September 2026] — Cosmoprof Asia 2026, Asia-Pacific's leading B2B beauty event, offered a first look at its upcoming edition today during a press conference held at the Royal Hong Kong Yacht Club. Selected highlights were livestreamed globally reaching audience across Australia, China, Hong Kong, Indonesia, Korea, Malaysia, Singapore, Thailand, as well as European markets including Italy and France, connecting the international beauty community with the region's most influential sourcing and innovation platform.

The press conference offered an exclusive glimpse of Cosmoprof Asia's global "WANTED" campaign, the event theme for 2026, and provided an overview of the show's programme, key experiences and special happenings. Organisers also announced exciting partnerships, speakers line-up and initiatives that will shape the 2026 edition.

A PLATFORM FOR BEAUTY VISIONARIES

In the official welcome address, Marco Tchen, President of BolognaFiere China, and Janice Lee, Vice President of Informa Markets Asia, reaffirmed the event's vision to continue strengthening its position as the leading B2B beauty event in Asia-Pacific, covering the entire beauty industry, from ingredients to branded finished products. As part of the Cosmoprof global network, the largest beauty community worldwide, Cosmoprof Asia creates powerful synergies and connections between the Asia-Pacific market and the international beauty industry. Within this broader vision, fragrance continues to be a strategic area of focus for Cosmoprof Asia, reflecting the growing relevance and creative evolution of the category across Asia-Pacific. This commitment is further strengthened by the partnership between Cosmoprof and Esxence - The Art Perfumery Event, renewed for the second consecutive year for Explorer by Esxence, to foster new connections between Asian fragrance brands and the international niche perfumery community.

"Cosmoprof Asia is the unmissable international beauty-trade event that delivers unparalleled business opportunities," said the Organiser. "This year's edition brings together high-profile Cosmoprof Asia exhibitors and Cosmopack Asia supply-chain leaders, alongside key buyers from major retailers, distributors and e-commerce platforms across Asia-Pacific and beyond, reinforcing the show's role as the definitive gateway to growth in the global beauty market."

The welcome address highlighted Italy's designation as Country of Honour this year. The ITA - Italian Trade Agency, together with the Ministry of Foreign Affairs and International Cooperation and Cosmetica Italia, the Italian Personal Care Association,

Organiser - Cosmoprof Asia Ltd



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will present a country pavilion spanning Cosmoprof Asia and Cosmopack Asia, spotlighting Italy's beauty excellence, manufacturing expertise, creativity and innovation.

Pre-Event Press Conference also featured insights from Dorothy Chau, Founder of Pretti5, Vincent Weng, Director of the Xuelei Fragrance Museum and Wendy Wong, Mindset Consultant of WGSN. During the event, media guests also enjoyed a bespoke fragrance-cocktail experience in collaboration with the well-established SOVOS PERFUMERY, echoing the three pillars of the "WANTED" campaign.

WHAT TO EXPECT IN 2026

Returning for its 29th edition, Cosmoprof Asia 2026 is expected to welcome more than 78,000 attendees and over 2,900 exhibitors from around the world. The event will feature 20 country and group pavilions showcasing international beauty products, cutting-edge technologies, and industry solutions. Participating pavilions include: Australia, China, France, Germany, Hong Kong, Italy, Japan, Korea, Philippines, Singapore, Spain, Switzerland, Taiwan Region, Thailand, USA, with Brazil, Bulgaria, Canada, South Africa and the UK joining as new participants in this edition. Together, they demonstrate the global scope encapsulated in the November shows.

World-renowned brands will be showcased across Cosmoprof Asia and Cosmopack Asia 2026. Cosmoprof Asia will feature exhibitors including Asia Pacific Beauty Group, Beautisky, Caregen, D-UP, Ga. Ma., Game On, Giffarine, HSA Cosmetics, Indiba, Pettenon, Pretty Woman Asia, Pro Labo and Vagheggi; while Cosmopack Asia will host Axilone, B.Kolormakeup, Baralan, CDP-WOOJUNG, Coreana, F.S. Korea, HCT, Schwan Cosmetics, Tair Jiu, Thai Ho Bio-Tech, Tonnie Cosmetics, Roboqbo, Zhejiang JM.

SIGNATURE PROGRAMMES HIGHLIGHTS

At the pre-event press conference, Cosmoprof Asia unveiled a preview of the key special projects and initiatives that will shape the 2026 edition. From fragrance and live artistry to industry insights, trend forecasting, international business opportunities and social impact, this year's programme reflects the diversity and evolution of the global beauty industry.

A STRONG FOCUS ON FRAGRANCE

With fragrance continuing to be a strategic focus for Cosmoprof Asia, the 2026 edition will present three special projects exploring different dimensions of the world of perfumery, from scent culture and innovation to fragrance creation and international olfactory excellence.

SCENTMUSEUM, developed in partnership with **Xuelei**, will offer an immersive olfactory journey through interactive and multisensory spaces, highlighting scent culture, formulation innovation and the excellence of Chinese perfumery.

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CosmoLab will take visitors behind the scenes of fragrance creation, showcasing the entire production process from initial concept to finished product. Developed through the collaboration of **Xuelel, Baralan and CPL Aromas**, the project brings together expertise in fragrance formulation, premium packaging and strategic co-development, offering a tangible view of how a fragrance comes to life.

Completing the fragrance-focused initiatives, a dedicated installation, **FRAGRANCE CREATIVE WORKSHOP**, developed in partnership with **Centdegrés China**, the leading creative agency building bridges between East and West, will showcase a curated selection of international fragrance houses, celebrating their heritage, expertise and contribution to the art and science of perfumery.

INTERNATIONAL BEAUTY ICONS AND LIVE ARTISTRY

Live artistry will take center stage at **Cosmo Onstage**, bringing together **three international Beauty Icons**, each representing a distinctive expression of contemporary makeup artistry.

Megumi Sekine, an internationally acclaimed celebrity makeup artist trained in Japan and New York, brings a global editorial perspective shaped by her work featured in *Vogue*, *ELLE*, *Harper's Bazaar* and *Tatler*.

Nikkie de Jager - NikkieTutorials, one of the world's most influential beauty creators, is internationally renowned for her transformative makeup, bold creativity and commitment to inclusivity.

MAOGEPING, a leading name in Chinese makeup artistry and education, brings his distinctive approach blending traditional Eastern aesthetics with contemporary techniques.

The programme will also feature **FUSION BEYOND**, an international hair show presented under "Glamorous Hong Kong-International Hair & Beauty Showcase 2026-2027", bringing together over **1,000 hairstylists, salon professionals, industry leaders and international talents**.

INDUSTRY INSIGHTS AND THOUGHT LEADERSHIP

For industry leaders seeking strategic foresight, **CosmoTalks** and the **Beauty Ingredients & Formulation Asia (BIFA) Symposium** will feature over 80 global experts discussing critical supply chain strategies and consumer trends. Highlights include Eternal Group's "Scent of Happiness" emotional wellness study—revealing the Daily Mood Index and scent habits of Hong Kong and Macau citizens—with featured speaker Laurinda Ho, Founder of Smile with us HK. Additionally, an exclusive partnership with the World Aesthetic Anti-Aging Society (WAAS) will explore cutting-edge developments in regenerative aesthetics and longevity medicine.

AWARDS, TRENDS AND GLOBAL INFLUENCE

Trend forecasting and industry excellence take center stage through two signature projects organised and curated in partnership with BEAUTYSTREAMS: the **Cosmoprof Asia and Cosmopack Asia Awards** and the **CosmoTrends Report**.

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Extending the reach of the show beyond the exhibition floor, the **Global Influencers Circle** brings over 15 international creators to the show floor to share real-time content and live streams with global beauty communities.

BUILDING GLOBAL BUSINESS CONNECTIONS

The **Buyer Programme** will bring together over **400 top-tier qualified buyers from over 45 countries and regions**, with tailored itineraries curated by professional buyer specialists, alongside the AI-powered **Match&Meet** platform facilitating targeted one-to-one meetings between qualified invited buyers and exhibitors.

In 2026, the programme will further strengthen its focus on the **Middle East and Central Asia**, two strategic regions for Cosmoprof Asia, through dedicated buyer delegations designed to foster new connections and business opportunities with these markets.

The **Elite Circle** will complement the programme with an exclusive networking platform dedicated to C-level executives and top international industry executives.

BEAUTY WITH A POSITIVE IMPACT

Beyond business, Cosmoprof Asia will reinforce its commitment to social impact through **BOUTIQUE**, its charity initiative supporting **HER Fund**.

Sustainability will also remain a key focus of Cosmoprof Asia 2026 through **Be Sustainable with Beauty**, the initiative designed to promote more responsible practices across the beauty industry.

Visit Cosmoprof Asia's official website (<https://www.cosmoprof-asia.com/>) for complete event calendars and details.

TWO VENUES, ONE BEAUTY ECOSYSTEM

Cosmoprof Asia 2026 links Cosmoprof Asia and Cosmopack Asia across two complementary venues to cover the entire beauty value chain. Cosmopack Asia, at AsiaWorld-Expo from 10 to 12 November, showcases the supply chain, including ingredients and raw materials, packaging, print & label, machinery and equipment, and contract manufacturing and private label. Cosmoprof Asia, held at the Hong Kong Convention and Exhibition Centre from 11 to 13 November, focuses on branded finished products across Perfumery & Cosmetics, Beauty Salon & Spa, Nail & Accessories, Hair Salon, and Natural & Organic.

Together, the two events connect science, business, creativity and imagination to shape the industry's next chapter.

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REGISTER NOW

Visitor pre-registration is officially open. Beauty professionals and media representatives are invited to secure their passes online now and stay tuned for further announcements about exhibitors, programmes and on-site experiences.

Cosmopack Asia: 10 - 12 Nov 2026 | AsiaWorld-Expo (AWE)

Cosmoprof Asia: 11 - 13 Nov 2026 | Hong Kong Convention and Exhibition Centre (HKCEC)

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ABOUT THE ORGANISERS:

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, with most notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. This key exhibition gathers over 255,000 stakeholders from more than 150 countries and over 3,000 exhibitors from over 60 countries each year. The Cosmoprof platform extends worldwide, with events in Bologna, Hong Kong, Las Vegas, Miami, Mumbai and Bangkok. Thanks to the brand's international appeal, the network gathers a global community of more than 500,000 stakeholders and over 10,000 companies and brands from within the dynamic beauty industry.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia, the world's fastest-growing markets. By further expanding its strength, the Beauty Portfolio includes a B2B event in Miami serving the Americas, North America, 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. 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.

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