

# COSMETICS BUSINESS

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## The inaugural South China Beauty Expo has successfully taken place

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**RETAIL**

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The inaugural South China Beauty Expo (SCBE) has closed smoothly on 1 August, 2020 at the Shenzhen Convention & Exhibition Centre. With "creating new era of beauty industry in the Greater Bay Area" as its core positioning, SCBE is held to meet the needs of new generation consumer groups, high-tech new retail channels and manufacturing enterprises. At the exhibition venue with a total area of 22,500 square meters, SCBE has provided new industry information, avant-garde industry solutions and creative content to more than 800 high-quality brands and exhibitors from home and abroad, who also have showcased new ideas, new products, new services, and established new business contacts.

The exhibitors have successfully explored business opportunities through trade talk with about 20,000 professional visitors from Mainland China, Hong Kong, Macau, Taiwan and foreign brands, wholesale agents, retailers, beauty salons and nail salons, cross-border e-commerce platforms, social e-commerce platforms and manufacturers. Based in Shenzhen, the development engine of the Guangdong-Hong Kong-Macao Greater Bay Area, SCBE has attracted the attention of various media and over 100 media has reported on this grand event.

Affected by the dual impact of the shuffling in traditional retail industry caused by new upgrade of cosmetics consumption and the pandemic, supply chain has become the

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hotspot issue for the beauty industry. On the one hand, the supply chain sector is in demand. On the other hand, in the global supply chain system, there are tests of risk resistance capacity and market competition. Therefore, the supply chain sector must always be ready for keeping pace with the times to help opening up the full industry chain system. Co-organized by Informa Markets, BolognaFiere and Shanghai Baiwen Exhibition Co., SCBE, as a major business platform gathering industry-wide exhibitors and promoting industry recovery, has played an important role in reshaping confidence, bridging new network and outputting high-tech products. It is exactly the strong endorsement of SCBE that has attracted the participation of many outstanding exhibitors at home and abroad from a wide range of fields including not only professional beauty, personal care and toiletries but also cross-border e-commerce, beauty supply chain and new retail technology.

## Industry-recognised business matching

Based in Shenzhen, the forefront of technological innovation, the first SCBE has met the expectations, thanks to its profound insights of the pandemic-stricken beauty market and superior resources of global supply chain. During the three-day exhibition, SCBE has arranged nearly 100 high-quality business matching meetings between the selected exhibitors and the professional buyers with clear procurement needs from Amway, Watsons, Infinitus (China) Company, DR PLANT (Guangdong) Biotechnology Co., Nanjing Channel Dressy, CHARM ZENUS, Guangzhou Blue and White Porcelain Health Management Co., and Shenzhen Creditbundle International Co. (a subsidiary of ZTE Group). The buyers have highly recognized the trade talk and business matching.

Mr Liu Jianyi, Brand Director of Guangzhou Blue and White Porcelain Health Management Co., said, "Thanks to the organizer for the business matching at which I have found the suitable suppliers.

We have just completed an order earlier, but the craftsmanship of that supplier does not fully meet our requirement. At the onsite one-on-one business matching set by the organizer, I have found a very suitable supplier. Moreover, the organizer's arrangement is very considerate. I am very satisfied!" In the business matching arranged by the organizer, we have found more suitable suppliers. We will definitely visit again next year and bring more friends from the industry to visit with us", said Mr Luo Guanbin, Deputy General Manager of Shenzhen Creditbundle International Co.Ltd. For the exhibitors, SCBE is undoubtedly a good opportunity where they can meet potential business partners and achieve good cooperation results. It is worth mentioning that the mini program platform introduced by SCBE has received tremendous popularity from the exhibitors as it has, to a large extent, helped the buyers to have convenient and comprehensive understanding of the exhibitors and products before the show resulting in efficient on-site business exchanges and cooperation. Ms Vivi, Sales Manager of Guangzhou Eastbox Co., also recognized and praised the on-site business matching. She said, "I thank the organizer very much for arranging the on-site business matching which has brought many potential clients for cooperatio. It is effective. Thank you for this opportunity."

## Special zones help beauty companies to open new channels

With objective insights of the market demand and industry pain points, SCBE carefully lays out a diversified exhibition with different special zones that striving to accurately output high-quality resources and trendy technological information. Deeply affected by the current pandemic, the offline beauty channel desperately needs mature retail technology to overtake on the corner. SCBE has joint hands with Shanghai Exland International Exhibition Co., and created 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.