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BREAKING NEWS

Cosmopak and Cosmoprof Asia Announce Hybrid Format for 2021

The two events will be held under one roof in Hong Kong, November 17-19.

HONG KONG
HONG KONG CONVENTION
& EXHIBITION CENTRE

17 - 19 NOVEMBER 2021

COSMOPROF ASIA
COSMOPACK ASIA

2 FAIRS, 1 VENUE

Asia-Pacific is the second largest beauty market in the world after Europe, and it was the first region to restart after the pandemic breakdown.



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Charles Sternberg, Assistant Editor • 03.09.21



The 25th edition of **Cosmoprof Asia**, the reference b2b event for global cosmetic industry professionals interested in opportunities in the Asia-Pacific region, will be held November 17-19, 2021.



With around 2,000 exhibitors from international markets



anticipated, Cosmopak and Cosmoprof Asia 2021 will, for this year only, be held under one roof at the Hong Kong Convention & Exhibition Centre (HKCEC). This one-time consolidation of both events will feature a hybrid format, running a parallel digital platform available for all stakeholders unable to travel to Hong Kong. The digital tools will allow for online connection between all companies and professionals visiting the fair district, therefore optimizing new business opportunities and enhancing the capacity for global networking.

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Consolidating Cosmopack and Cosmoprof Asia under the single roof of HKCEC means in-person buyers will maximize their time by sourcing from 13 product sectors all in one venue.

Product sectors include Cosmoprof Asia's finished products categories of Cosmetics & Toiletries, Beauty Salon, Nails, Natural & Organic, Hair and the new areas "Clean and Hygiene" and "Beauty & Retail Tech". Meanwhile, Cosmopack Asia will host suppliers from Ingredients & Lab, Contract Manufacturing, Primary & Secondary Packaging, Prestige Pack & OEM, Print & Label, Machinery & Equipment.

Capturing Asia-Pacific's Beauty Market

Asia-Pacific is the second largest beauty market in the world after Europe, and it was the first region to restart after the pandemic breakdown, as highlighted recently by the latest annual report by McKinsey & Company. Being held in Hong Kong, the perfect business hub and an international finance center, the exhibition is the "gateway" for the main markets in the region.

In China, a unique example globally, beauty sales increased in the first half of 2020 thanks to Chinese consumers spending more on the domestic market. Generally speaking, China's economy is projected to grow by 8 to 10% between 2019 and 2021; at the same time, the remarkable development of e-commerce in South-East Asia – above all Singapore, Indonesia, Vietnam, Thailand, Malaysia, and the Philippines – is expected to offer fresh new opportunities to international players.

"We look forward to delivering an even better Cosmoprof Asia in 2021, with the hybrid format opening up the event to an unprecedented audience worldwide, thanks to the combination of digital and face-to-face visitors. We are proud to be pivoting to this exciting new format while celebrating the momentous 25th anniversary of Cosmoprof Asia," said David Bondi, senior vice president – Asia of Informa Markets and director of Cosmoprof Asia Ltd. "At the same time, we are excited to share our year-round, on-going calendar of digital opportunities designed to maximise the engagement of global buyers and suppliers. We look forward to greeting you all, online and in-person, at Cosmoprof Asia 2021."

