

Industry Buzz

Cosmoprof Asia hopes to held a hybrid edition under one roof in 2021

Premium Beauty News

15 March 2021

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BolognaFiere and Informa Markets, the organisers of *Cosmoprof Asia* hope to be able to held the trade show's 25th edition from 17 to 19 November 2021.

In a context where the events industry will need some times for recovering from the impact of the Covid-19 pandemic, *Cosmopack Asia* and *Cosmoprof Asia 2021* will, for this year only, be held under one roof at the Hong Kong Convention & Exhibition Centre (HKCEC).

Two-events in one venue

While the two parts of the show were usually taking place in two different venues (AsiaWorld-Expo for *Cosmopack* and the Hong Kong Convention & Exhibition Centre for *Cosmoprof Asia*), the first post Covid edition (hopefully) will be held in a single venue.

The organisers aim to consolidate the show, which was impacted by the political situation in Hong Kong in 2019 and was held in a digital format only in 2020. In-person buyers will therefore be able to maximize their time by sourcing from the 2,000 anticipated exhibitors in a venue covering all the fair's 13 product sectors [1].

Furthermore, 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.

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An attractive beauty market

Organizers hope the strong attraction of the Asia-Pacific beauty market will help the show to recover fast. Asia-Pacific is the second largest market in the world for cosmetics and personal care products, after Europe, and it was the first region to restart after the pandemic breakdown.

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 in 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.

Footnotes

[1] 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.

Portfolio



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