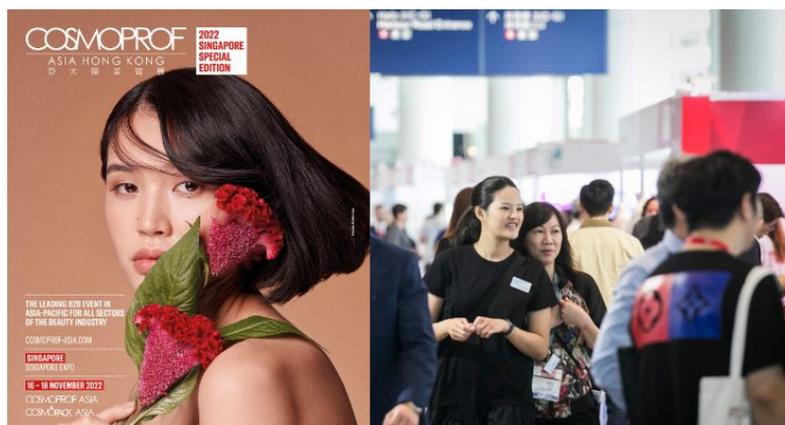




Cosmoprof & Cosmopack Asia to Return in Person

Breaking News

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Cosmoprof Asia 2022: Facts and Figures Event Sustainability as The Spotlight
Special Events and Initiatives Buyer Program and Match&Meet Platform
Cosmoprof and Cosmopack Asia will return in person, taking place in Singapore November 16-18, 2022.

The face-to-face event, to be held at Singapore EXPO, will gather the beauty and cosmetics industry's key players from all over the world, to showcase Asia Pacific's newest brands, unveil the most recent innovations, and present the ever-evolving daily habits of consumers.

This year, **Cosmoprof** and Cosmopack Asia 2022, organized by BolognaFiere and Informa Markets, are supported by the Singapore Tourism Board. Together, the partnerships ensure the three-day show will answer the industry's pent-up demand for networking while offering astute insights into the fast-evolving Asian region and beyond, and empowering business-boosting opportunities in the region.

Cosmoprof Asia 2022: Facts and Figures

Despite the 2-year hiatus, strong support for the fair has already been proven through the upcoming participation of over 1,000 exhibitors from 40 countries and regions. Companies will showcase their offerings across 5 halls (from Hall 2 to 6) at the Singapore EXPO, covering an exhibition area of up to 50,000 sqm. The 17 country and regional pavilions include Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye, and the UK.

Thanks to the strong line-up of exhibitors, more than 15,000 attendees are expected to visit the fair to discover new products and the trends inspiring beauty consumers in the region.

Event Sustainability as The Spotlight

With a strong focus on sustainability and its impact on beauty habits, the 2022 edition of **Cosmoprof** and Cosmopack Asia is committed to running an environmentally



responsible event.

Singapore has proven as the best choice to host a low-impact exhibition, thanks to Singapore EXPO's Green Mark certification. Furthermore, organizers have worked with exhibitors and contractors to eliminate the use of disposable stand structures and promote reusable stands, as part of the Better Stands Program.

Special Events and Initiatives

Sustainability is also one of the key topics for Day 1 at CosmoTalks, the educational program by **Cosmoprof** and Cosmopack 2022, featuring key trends, experts and analysts. On Day 2, sessions will include Trends Forecast and Digital Beauty, while Day 3's main topics will be Market Watch and Regulation.

Among the partners who will take part in Cosmotalks 2022 are APSWC (Asia Pacific Spa Wellness Coalition), Asia Cosme Lab, BEAUTYSTREAMS, Cosmetics Design, CTFAS (The Cosmetic, Toiletry and Fragrance Association of Singapore), Ecovia Intelligence, Reach24, and re-sources.com.

In an exclusive collaboration for **Cosmoprof** and Cosmopack Asia, the international trend agency BEAUTYSTREAMS will present the CosmoTrends Report, showcasing key trends spotted among the exhibitors, and highlighting notable brands and products anticipated to have a strong impact on consumers in the Asia-Pacific market. The report promises to present a unique overview of the latest trends for buyers, press, influencers and trend scouters.

Cosmo Onstage will present live demos, product presentations, and innovative treatments to beauty and spa professionals, hair stylists and nail artists. The exciting programs will offer inspirational content and new techniques, enriching and educating exhibitors, suppliers and attendees.

Events to look out for include the N.A.I.L.S Beauty Masters Championship ASIA 2022, organized by the Nailist Association for International Licenses (Singapore), where over 250 nailists and beauty therapists professionals will compete among different categories of nail art, makeup, SPMU, beauty services skills, judged by an esteemed panel of industry veterans from around the world.

Buyer Program and Match&Meet Platform

As one of the special services of the **Cosmoprof** International network, the Buyer Program facilitates direct contact between exhibitors (brands and suppliers) on one side, and selected buyers, distributors and retailers on the other. The **Cosmoprof** Asia 2022 Buyer Program will host around 300 selected buyers from across the world, including Australia, ASEAN countries, India, Korea, Japan, Europe, Middle East and the U.S., to attend scheduled meetings with suppliers and companies with common interests during the 3-day show.

Thanks to digital advancement, exhibitors and pre-registered buyers can make use of the AI-driven Match&Meet platform to plan ahead for the 3-day exhibition by previewing target suppliers/buyers' profiles and pre-scheduling onsite meetings efficiently, increasing chances for the development of new commercial partnerships.

