



EVENTS

COSMOPROF ASIA IS BACK!

The appointment is in Singapore from 16 to 18 November

Cosmoprof Asia 2022, The Special Edition, will return in-person, together with Cosmopack Asia, from 16 to 18 November in Singapore. The event has been re-located in Singapore from its home base of Hong Kong, in order to make it happen, after the 2019 edition. The face-to-face event will gather the beauty and cosmetics industry's key players from all over the world, proving that nothing will stop the beauty and cosmetics industry from reconnecting face-to-face. This year, Cosmoprof and Cosmopack Asia 2022 will be strongly supported by the Singapore Tourism Board. Singapore, one of the world's most connected countries, can be reached through Changi Airport, which serves more than 85 international airlines flying to about 100 cities across 46 countries and regions. This will be a fantastic opportunity for exhibitors and visitors to meet, thanks to a centrally located business gateway.



FACTS AND FIGURES

Thanks to the excellent teams of BolognaFiere and Informa Markets, despite the tough past years, there will be a participation of over 1,000 exhibitors from 40 countries and regions. Cosmoprof Asia will occupy 5 halls at the Singapore EXPO, covering an exhibition area of up to 50,000 sqm. There will be 17 countries and regional pavilions, including: Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Turkey and U.K. More than 15,000 attendees are expected to visit the fair to explore the many novelties displayed by International exhibitors. "We are excited to meet our beauty community again, this time in Singapore", said Gianpiero Calzolari, President of BolognaFiere. "The event is a not-to-be missed opportunity for stakeholders to understand how consumers habits continue to change in the Asia-Pacific region, and how to develop new projects and proposals to meet the specific need of the market." "Cosmoprof and Cosmopack Asia are proud to return to the physical event format, offering worldwide exhibitors and consumers a safe venue in which to meet and greet suppliers, experience products in-Person, and learn about the region's most compelling trends," said David Bondi, Senior Vice President - Informa Markets Asia and Director of Cosmoprof Asia Ltd.

SPECIAL EVENTS AND INITIATIVES

Sustainability is one of the key topics at Cosmo Talks, the educational programme that will feature key trends, experts and analysts. Sessions will include Trend Forecasts and Digital Beauty, Market Watch and regulations. The well-known international 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 on the Asia-Pacific market. Cosmo Onstage will present live demos, product presentations and innovative treatments to beauty and spa professionals, hair stylists and nail artists. One of the special services of the Cosmoprof International network will be the Buyer Programme and Match&Meet platform to improve business. 300 selected buyers from across the world will participate to the Buyer Programme: they will come from Australia, Asean countries, India, Korea, Japan, Europe, Middle East and the U.S.

