

**COSMOPROF CBE ASEAN POSTPONES INAUGURAL EVENT TO DECEMBER 2020**  
***Revised Event Dates: 14-16 December 2020, Bangkok, Thailand***

Bangkok, July 08, 2020 – In light of COVID-19, joint organisers of **Cosmoprof CBE ASEAN**, namely Informa Markets, China Beauty Expo (CBE) and BolognaFiere, have made the key decision to move the debut of **Cosmoprof CBE ASEAN** to **14-16 December 2020** at the **IMPACT Convention and Exhibition Center** in **Bangkok, Thailand**. This event was initially scheduled to take place on 17-19 September at the same location.

Thailand has announced the fourth phase easing of lockdown measures effective 15 June 2020. The relaxation includes more reopening of businesses, such as organization of meetings, trade fairs and events at hotels, as well as convention and exhibition centers. Nevertheless, in view of the fact that many neighbouring countries have not reached similar levels of stability yet, the organisers have made the decision to postpone the event. The revised dates will allow more time for normality to return to the marketplace, travel restrictions to be eased, and provide all-around better conditions for exhibitors and visitors to engage.

The organising team, along with the support of the Thailand Convention and Exhibition Bureau (TCEB) and the venue operator, has outlined an extensive Standard Operating Procedure (SOP) under CCSA's (The Centre for Covid-19 Situation Administration) guidelines to provide an optimally secure and safe environment to hold this event effectively in December.

In the meanwhile, and leading up to the December event, the Cosmoprof CBE ASEAN team will continue to engage our constituents with our digital marketing campaigns.

- *"Don't Stop Beauty" Campaign*

Beauty does not stop. Following the outbreak of Covid-19, production lines have been rapidly converted to increase the availability of gel hand sanitisers, creative fundraising campaigns have been developed and various activities are underway to provide support for those working on the front lines in hospitals and other facilities.

At Cosmoprof CBE ASEAN, we will launch the #dontstopbeauty social campaign and continue to collect stories from businesses in the sector to highlight our exhibitors' initiatives to support the community and their customers.

- *"Cosmotalks - The Virtual Series"*

**"CosmoTalks - The Virtual Series"** is a brand-new project aiming to keep you updated with online webinars on the latest beauty trends and post-crisis strategies. A rich calendar of topics covering from "How does the current outbreak affects the business model of the beauty industry?" to "What sort of changes should you apply to your business in order to survive?" has been planned to offer marketing ideas and inspirations for your beauty business. More webinars will be organised in

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the coming months with international agencies, media and partners to share the most innovative trends and marketing ideas in the region.

Supported by the **Federation of Thai Industries and the Thai Cosmetic Manufacturers Association**, the first edition of Cosmoprof CBE ASEAN, rescheduled to 14-16 December, is set to welcome over 500 exhibitors in a dedicated space for finished products – **Branded Finished Products**, and another for the production chain – **Supply Chain**. Alongside educational seminars and live demonstrations, you will find many more useful initiatives to increase your networking opportunities and forge new business partnerships at Cosmoprof CBE ASEAN.

For further information, please visit our website [www.cosmoprofcbeasean.com](http://www.cosmoprofcbeasean.com)

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**Notes to Editors:**

Download the high-resolution images at the following link: <https://we.tl/t-tD5p6bfSlq>

**ABOUT THE ORGANISERS:**

*Cosmoprof CBE ASEAN is organised by Informa Markets, BolognaFiere, Shanghai Baiwen Exhibition Co Ltd.*

**ABOUT INFORMA MARKETS ([www.informamarkets.com](http://www.informamarkets.com))**

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami 2020 serving the East Coast and USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

**About BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))**

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265,000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world with its events in Bologna, Las Vegas, Mumbai, and Hong Kong to create an efficient international platform for the beauty industry around the world.

**About SHANGHAI BAIWEN EXHIBITION CO LTD ([www.cbebaiwen.com](http://www.cbebaiwen.com))**

Shanghai Baiwen Exhibition Company is a branch of Informa (FTSE 100), the world's largest exhibition magnate, and also the organiser of China Beauty Expo (CBE), China's renowned beauty show. With over ten years of experiences in planning and organising quality exhibitions, Baiwen has won the honors of quality, professionalism and authority. China Beauty Expo, with an annual exhibition space of 260,000sqm, is one of the top three beauty shows in the world. As the international trading platform covering full supply chain of beauty products, CBE includes three shows, namely China International Skin Care and Washing Product Show, Shanghai International Skin and Hair Care Product Show and Shanghai International Daily-use Chemicals' Ingredient, Packing and Machinery Show. Baiwen is currently the Chairman Unit of Shanghai Exhibition Industry Association and Vice Chairman Unit of Shanghai Daily-use Chemical Association. CBE has been awarded the honors of Shanghai's Well-known Brand, Shanghai Brand Exhibition, Shanghai Brand Service etc.