

THE FIRST EDITION OF COSMOPROF CBE ASEAN IS BEING INAUGURATED IN BANGKOK, THAILAND

Bangkok, September 15, 2022 - The first edition of **Cosmoprof CBE ASEAN** is finally opening its doors. Organised by BolognaFiere, Informa Markets and China Beauty Expo, the exhibition is welcoming international stakeholders **from 15 to 17 September 2022** at the **IMPACT Exhibition & Convention Center** in Bangkok, Thailand.

More than **500** high-quality exhibitors and brands are ready to present their new proposals at Cosmoprof CBE ASEAN, taking advantage from an exhibition space of around **10,000** square meters. More than **6,000** professional visitors are expected to attend the 3-day event, interacting with key players of the beauty industry to discover the main trends and novelties influencing the South-East Asia market. Country Pavilions from **Korea, Italy** and **France** are attending, too.

Cosmoprof CBE ASEAN hosts international beauty companies from across the world, together with quality suppliers from the local market, providing the most comprehensive showcase of finished products and packaging solutions, including Perfumery, Cosmetics & Toiletries; Professional Beauty Salon & Spa; Hair & Nails; Herbal Products; Natural & Organic; Nutraceuticals & Dietary Supplements. A 'Beauty Made in Thailand' section is showcasing local companies.

Companies and operators can also find exhibitors from OEM/ODM, machinery & equipment, primary and secondary packaging, ingredients & laboratory, and define the most suitable partner for the launch of new projects.

"We are really enthusiastic about Cosmoprof CBE ASEAN, a brand-new event of the Cosmoprof international platform focusing on South-East Asia", says **Gianpiero Calzolari, President of BolognaFiere**. "The show is the result of the solid collaboration of BolognaFiere Group with Informa Markets and China Beauty Expo to support the beauty industry in entering new markets and find new business opportunities in the region. We

are ready to welcome stakeholders from all over the world, and we wish a great edition of Cosmoprof CBE ASEAN to all our exhibitors and attendees”.

“Cosmoprof CBE ASEAN is a doorstep to the fast-growing South East Asia market, people from across the world fly over here to look for new products and business opportunities.” says **Mr. David Bondi, Senior Vice President – Asia of Informa Markets**. “The show opens up the potential for more cutting-edge products, services and trends to reach the region’s growing network of buyers, distributors, suppliers and retailers.”

“China Beauty Expo is delighted to be part of the launch of Cosmoprof CBE ASEAN. Thailand has already established itself as a beauty hub with high quality and innovation, offering huge opportunities for Chinese brands and supply chain. Cosmoprof CBE ASEAN will gradually provide Chinese stakeholders with the best opportunity to discover the Southeast Asia market.” declared **Ms. Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd**.

SUPPORTED BY INDUSTRY ASSOCIATIONS

The first edition of Cosmoprof CBE ASEAN is supported by **Thailand Convention and Exhibition Bureau (TCEB)**, the **Federation of Thai Industries (FTI)** and **Thai Cosmetic Manufacturers Association (TCMA)**.

Major ASEAN associations also support the show by sending buyer groups to visit the fair: **ASEAN Cosmetics Association (ACA)**, **Chamber of Cosmetics Industry of the Philippines (CCIP)**, **The cosmetics, Toiletry and Fragrance Association of Singapore (CTFAS)**, **The Malaysian Cosmetics & Toiletries Industry Group (MCTIG)**, **Specialists in Wellness Association Singapore (SWAS)**, **Vietnam Essential Oils & Aromatherapy Cosmetics Association (VOCA)**, and **Laos Cosmetics Association**. The Organizers are really thankful for the strategic support these associations are offering to achieve a great event.

The exhibition is sponsored by **Shane Co., Ltd** and **ITA – Italian trade Agency**.

SPECIAL PROJECTS AND INITIATIVES

To facilitate networking between professionals and companies, participants in Cosmoprof CBE ASEAN can take advantage of the **Buyer Program**, a strategic business tool provided exclusively by the Cosmoprof network. A selection of international and local buyers are interacting with exhibitors interested in new developments for their business. The Cosmoprof branded match-making platform **Match & Meet** will facilitate business meetings amongst companies, buyers, and distributors.

The educational sessions of Cosmoprof CBE ASEAN, **CosmoTalks**, is providing inspirational contents to all attendees, thanks to the collaboration of the most prestigious trend agencies and market research companies. Among the international agencies participating, BEAUTYSTREAMS, FASHION SNOOPS, GLOBALDATA, COSMETICSDESIGN-ASIA, and EUROMONITOR INTERNATIONAL. Cosmoprof CBE ASEAN key speakers are sharing their vision on trendy topics for the industry, such as cross-generational beauty and age-inclusivity, sustainability, and waterless beauty. Specific sessions are focusing on the evolution of Cosmetics & Toiletries and Personal Care markets in South-East Asia.

Beauty & Spa professionals, make-up artists and hairstylists can attend **Cosmo Onstage**, with exclusive live demonstrations and shows, as well as astonishing competitions.

Don't miss this opportunity for innovative products, new technology and more international trends!

For more information: www.cosmoprofcbeasean.com

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ABOUT THE ORGANISERS:

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

ABOUT BOLOGNAFIERE GROUP (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. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Singapore as a special edition (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). The fifth exhibition of the network, **Cosmoprof CBE ASEAN**, in Thailand, focuses on the cosmetic industry in South-East Asia. The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty**.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty 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 2023 will serve the Americas, North, South America and Caribbean Islands Region. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, 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.

About SHANGHAI BAIWEN EXHIBITION CO LTD (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.