

Press Release
For Immediate Release

THE FIRST EDITION OF COSMOPROF CBE ASEAN WILL BE HELD FROM 15 TO 17 SEPTEMBER 2022 IN BANGKOK, THAILAND

[Bangkok, 15 February 2022] Cosmoprof CBE ASEAN – scheduled from **15 – 17 September 2022** at the IMPACT Exhibition & Convention Center in **Bangkok, Thailand**, is the perfect event to do business in the fast-growing beauty market of **South East Asia**.

Cosmoprof CBE ASEAN, the new addition to the international network of Cosmoprof events, will be organised by the alliance between BolognaFiere Group, Informa Markets, and China Beauty Expo (CBE), offering new insights and inspirations to the beauty sector in the area, combining the expertise of the world's leading beauty trade show organisers.

An exhibition space of over **10,000** square meters will host around **500** exhibitors & brands, from the supply chain to the branded finished products, to meet with more than **8,000** expected visitors.

After the reopening of Thailand's borders and trade, Cosmoprof CBE ASEAN will be the not-to-be missed appointment for beauty professionals to develop new business opportunities in the region, in a safe environment.

"Cosmoprof CBE ASEAN will offer to our community the chance to evaluate the economic potential of South-East Asia" says **Gianpiero Calzolari, President of BolognaFiere**. "With this new project, Cosmoprof confirms its role as the most strategic partner for beauty stakeholders interested in new international markets. This event is strategic for our stakeholders that we must provide the best and safest conditions to enjoy business."

"As physical trade shows gradually resume, we are excited to launch Cosmoprof CBE ASEAN to encourage international beauty players to tap into South East Asia market with high potential. While Thailand is sending positive and welcoming signal, providing financial support, as organisers, we are confident to deliver a high-quality show." says **Mr. David Bondi, Senior Vice President – Asia of Informa Markets**

"We are excited and extremely proud to be part of this launch, the very first Cosmoprof CBE ASEAN – in Thailand, bringing Chinese beauty brands and suppliers to explore the great potential lying in the markets." declared **Ms. Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd**, "I am confident that Cosmoprof CBE ASEAN will advance the growth and development of the beauty industry in Thailand, and ASEAN at large.

Thailand reopens in safety. The exhibition restarts.

From February 2022, Thailand reopens its door to vaccinated travellers, and over 70% of the population in the country is fully vaccinated ensuring a safe environment for business.

Thailand is currently the biggest cosmetics industry in South East Asia area, and it is the gateway to the ASEAN market. The beauty industry in ASEAN is a high potential area for international brands. The revenue in the beauty market amounts to USD 25,248M in 2021, which is expected to grow annually by 5.73% (CAGR 2021-2026). Beauty e-commerce sales are projected to grow from USD 6B in 2015 to USD 88B in 2025.

The Exhibition Profile

Cosmoprof CBE ASEAN will host international beauty companies, most of them coming from Asia. To create more business opportunities, the Buyer Program will gather buyers from South East Asia and beyond.

The showfloor is divided into two main areas:

- The **Branded Finished Products** area will showcase the following product categories: Perfumery Cosmetics & Toiletries, Beauty Salon & Spa, Hair & Nails, Natural & Organic, Herbal Products, Nutraceuticals & Dietary Supplements. A 'Beauty Made in Thailand' section will gather Thai companies to give value and identity to the Thai Beauty Industry.
- The **Supply Chain** area will represent the entire cosmetics supply chain including OEM & ODM, Machinery & Equipment, Primary and Secondary Packaging, Ingredients & Laboratory.

Cosmoprof CBE ASEAN is supported by TCEB (Thailand Convention and Exhibition Bureau) and will benefit from its financial subsidy programs aiming to bring business to Thailand.

Digital Week by Cosmoprof Asia

While waiting to meet each other face-to-face in September 2022, Cosmoprof CBE ASEAN's beauty community will have the opportunity to test the market and find new leads by taking part to the virtual event **Cosmoprof Asia Digital Week, from 27 June to 5 July, 2022**, the online match-making platform for buyers and sellers to consolidate and facilitate business connections.

For further information: <http://www.cosmoprofcbesean.com/en-us/>

- The End -

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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. 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. Cosmoprof Worldwide Bologna 2022 is scheduled from April 28 to May 2, 2022, in Bologna – Italy. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). The fifth exhibition of the network, **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. The Cosmoprof platform will reinforce 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 2022 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.