

COSMOPROF CBE ASEAN RESCHEDULES ITS FIRST EDITION TO 15 to 17 SEPTEMBER 2022

Bangkok, October 2021 – The organizers of **Cosmoprof CBE ASEAN** – Informa Markets, China Beauty Expo (CBE) and BolognaFiere – have decided to reschedule the first edition of the event to **15 to 17 September 2022 at the IMPACT Exhibition and Convention Center in Bangkok, Thailand.**

Considering the on-going uncertainty associated with the pandemic in Thailand, and travel restrictions still being in place, the organizers decided to postpone the first edition of Cosmoprof CBE ASEAN, in order to grant all attendees and companies a productive and safe business experience.

"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.** "This event is strategic for our stakeholders that we must provide the best and safest conditions to enjoy business. Therefore, we have been forced once again to postpone the first edition in Bangkok, thus respecting the local regulations and safety measures."

Mr. David Bondi, Senior Vice President of Informa Markets says, "We believe this is the best decision for both exhibitors and visitors. We are 100% committed to delivering a high-quality event that will offer true value to all participants. We want all our attendees to feel safe and comfortable when returning to the show in 2022."

Ms. Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd. Says, "China has always been a large economic partner with Thailand. Chinese companies can't wait to develop more business in Thailand and its neighboring countries when Thailand welcomes international travellers back in 2022."

Companies and operators attending Cosmoprof CBE ASEAN will have the opportunity to test the market and find new leads thanks to **Cosmoprof Asia Digital Week**, organized by Cosmoprof Asia Ltd, joint venture of BolognaFiere Group and Informa Markets, from **8 to 16 November 2021.** All professionals can take advantage of the high-performing match-making systems, high-level visibility, qualified promotion and a host of special events dedicated to the recent transformations in the industry.

For further information – <https://digital-week.cosmoprof-asia.com/en-us/>

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ABOUT THE ORGANISERS:

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

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 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. 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**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. The Cosmoprof platform is reinforcing its influence in China, with South China Beauty Expo, held in Shenzhen, and in Europe with the **Beauty Forum** format, thanks to the acquisition of the German group Health and Beauty.

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.