

BEAUTY TECH

COSMOPROF

ASIA HONG KONG
亞太區美容展

.....
**THE LEADING B2B EVENT IN ASIA-PACIFIC
FOR ALL SECTORS OF THE BEAUTY INDUSTRY**

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COSMOPROF-ASIA.COM
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HONG KONG
.....

14 - 16 NOVEMBER 2023

ASIAWORLD-EXPO

COSMOPACK ASIA
.....

15 - 17 NOVEMBER 2023

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA
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**BEAUTY
TECH**

THE PROJECT

Beauty Tech is a project designed and promoted for retail sector, an opportunity for branded products to connect with consumers in a new way. Smart devices enable brands to offer personalized experiences at scale.



WHY BEAUTY TECH

Hong Kong is the gateway to China, which holds the major market in Asia Pacific. It is the 4th largest trading partner of Mainland China. Beauty tech is playing a crucial role in the Asia Pacific beauty market, where high-tech solutions are boosting beauty brands' sales and customer engagement. High presence of startups, innovative and IT companies offering cutting-edge technology services for local branded companies, retail sectors in general along as many malls and outlets in the entire region attracting a lot of visitors per year. New consumer's habits are shifting towards premium products, consumers are more and more demanding with a great appetite for tailor-made solutions. This new trend aims to change the traditional approach providing a not to be missed shopping experience, where inclusivity and sustainability are key points.



EXHIBITOR'S TARGET

This new trend brings together startups and innovative companies which offer cutting-edge technology services for the cosmetics industry

Beauty Retail Tech – 3D/AI/AR/VR

Beauty Retail Tech – Apps/ Software

Beauty Retail Tech – Online platforms & Digital Solutions

Beauty Retail Tech – Retail Experience Enhancement

Website / Mobile application

Payment solutions: Klarna, Afterpay, Atome etc

Mobile app developer targeting brand owners

Visual Merchandising / POP Marketing

Reality software platform/services provider

Digital marketing services

Retail analytics/ CRM services

Biotech

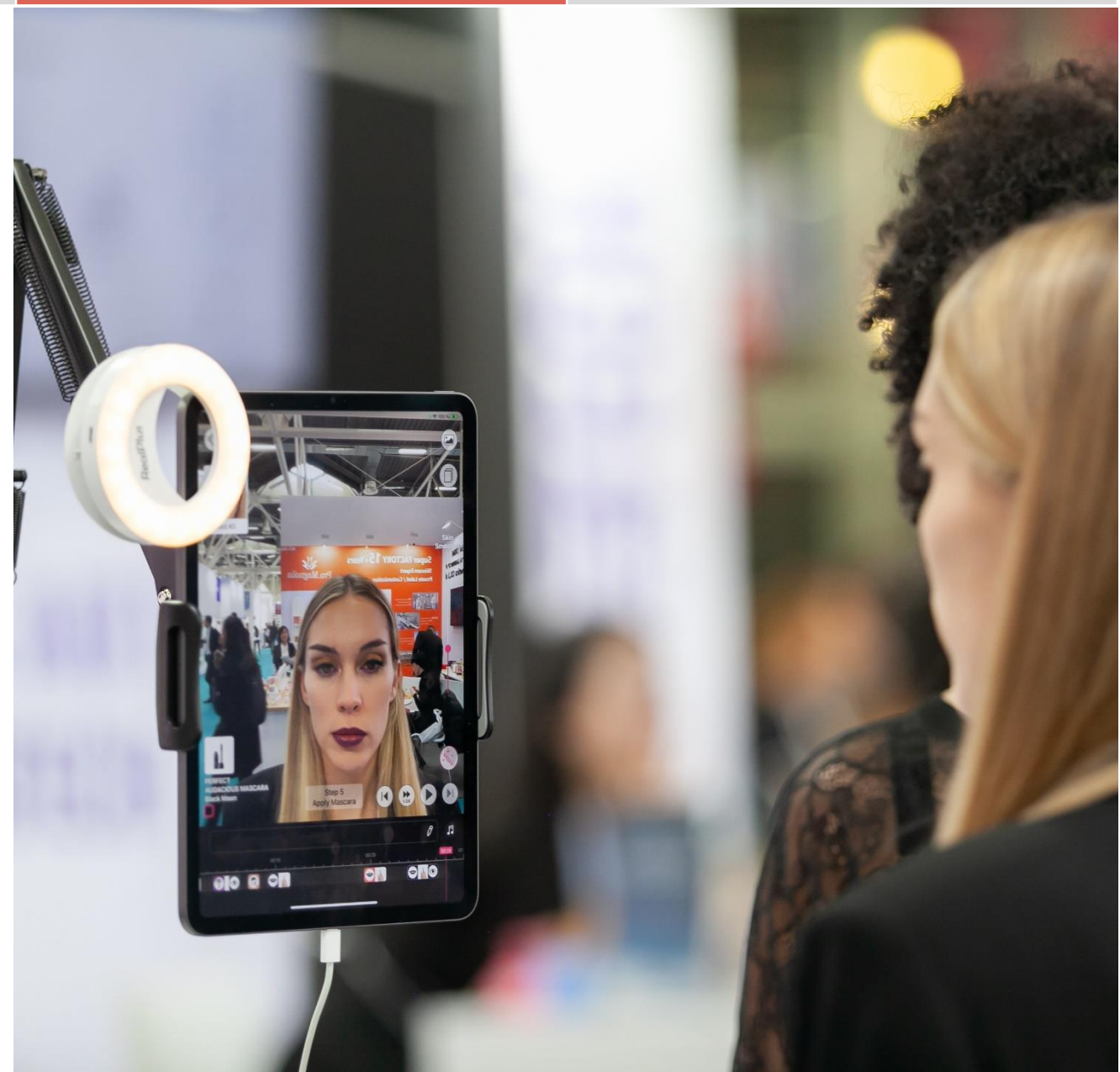
VISITOR'S TARGET

Local and International branded companies

Department store

Chain store

Concept store



BENEFITS FOR COMPANIES

- Extra visibility on the official visitor's guide
- Special logo on the booth
- Easy access to local and Asia Pacific market through tailor-made services
- Onsite and pre-scheduled business meetings with local and international buyers
- Local and international media coverage
- Dedicated digital promotion
- Possibility to present innovative or new launch products through demos onsite
- Be up-to-date on the latest trends, local and international

