

High anticipation as Cosmoprof Asia 2023 returns to hometown Hong Kong - over 2,400 exhibitors and more than 60,000 attendees expected

[Hong Kong, 15 November 2023] – We are delighted to announce that **Cosmoprof Asia 2023** returns, after a three-year hiatus, to its hometown Hong Kong. The joint venture between BolognaFiere and Informa Markets, with 26 years of successful track record, remains the leading B2B beauty event in the Asia-Pacific region and will welcome the most innovative products, services, and technologies available in the beauty industry today.

More than 2,400 exhibitors from 44 countries and regions, with 90% coming from outside Hong Kong, will showcase their pioneering products and services to an anticipated **60,000 attendees** across four days of B2B meetings, networking events and educational updates.

The two-show, two-venue event encompasses Cosmopack Asia, held from November 14 to 16 at AsiaWorld-Expo (AWE), and Cosmoprof Asia from November 15 to 17 at the Hong Kong Convention & Exhibition Centre (HKCEC). Cosmopack Asia gathers global leaders in the supply chain, incorporating sectors such as ingredients, machinery & equipment, packaging, contract manufacturing and private label. **Cosmoprof Asia** showcases the latest finished products in 118,900 sqm of show floor dedicated to retail and professional distribution channels. Enriching the international appeal of the exhibition, this year, the show welcomes 17 group and country pavilions, including Australia, China, France, Germany, Hong Kong, Italy, Japan, Korea, Latvia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye, and the USA.

“Cosmoprof Asia, one of the leading events of the international Cosmoprof network, benefits from high visibility within the beauty global community, encompassing over 500,000 operators from 190 countries and over 10,000 industry companies. After 26 years, it remains a milestone for stakeholders interested in business opportunities in the Asia-Pacific region and beyond. It provides a unique opportunity to discover innovations across all industry sectors, from ingredients to finished products. It also offers excellent services to optimise time spent at the fair, with effective matchmaking tools and the timely assistance of dedicated teams. Moreover, Cosmoprof Asia is an unmissable stage for gaining a comprehensive view of the industry's evolution through collaborations with some of the world's most prestigious and recognised agencies, associations, and media. Thanks to all these advantages, we are ready to start a new era for Cosmoprof Asia, with our hometown, Hong Kong, returning as our go-to reference hub”, said **Gianpiero Calzolari, President of BolognaFiere Group.**

“Due to the discerning and early-adopter nature of Asian consumers, it is no secret that the Asian market is currently the most dynamic worldwide. Cosmoprof Asia and Cosmopack Asia are worldwide shows hosting beauty and cosmetic industry leaders who showcase their most cutting-edge products, services, and technologies and experience the most future-forward trends in the Asia-Pacific region. Hong Kong, at the very centre of this exciting region, has once again become the industry's most crucial meeting place, and we are happy to see you all back here.” said **David Bondi, Senior Vice President – Asia of Informa Markets and Director of Cosmoprof Asia Ltd.**

A KEY FOCUS ON SUSTAINABILITY

Cosmoprof Asia and Cosmopack Asia 2023 strongly focus on sustainability and its impact on beauty habits, highlighting the event's dedication to fostering positive change within the beauty and cosmetic industry. Attendees can meet key players providing sustainable solutions, while “Sustainable Day” at CosmoTalks

Organiser - Cosmoprof Asia Ltd

features experts in the field discussing sustainable beauty at AWE, and sustainability and innovation at HKCEC. At the event's core, organisers are proud to emphasize that the Better Stands Programme has encouraged exhibitors and contractors to eliminate the use of disposable stand structures, instead promoting reusable stands.

DEDICATED INITIATIVES FOR INTERNATIONAL BUYERS

Thanks to the dedicated Cosmoporf Asia buyer program, the show is ready to welcome senior executives and individuals with critical procurement and decision-making roles from China, Asia Pacific countries, Europe and the USA. Every nominated buyer is assessed for their potential to contribute to the event and their relevance to the exhibitors. The program presents an unparalleled opportunity for exhibitors to engage directly with 250+ hosted buyers mainly from Asia Pacific as well as EU and USA; while 230+ selected elite buyers, consisting of esteemed C-level executives mainly coming from China and Hong Kong, Asia Pacific and rest of the world. Their presence reinforces the significance of the event as premier platform for industry leaders.

SPECIAL HIGHLIGHTS

Apart from the ample business opportunities offered on the show floor, visitors to Cosmopack Asia and Cosmoprof Asia can immerse themselves in a wealth of enriching content and have the privilege of learning from esteemed guest speakers, trendsetters and visionaries.

CosmoTalks, the exclusive round table of the Cosmoprof network, hosts global leaders from the cosmetics industry to share comments on macro-movements and trends forecasts, while **CosmoForum** presentations provide in-depth market analyses and case studies of specific consumers' behaviour. High-quality sessions are planned for both venues, featuring prestigious partners such as Asia Cosme Lab, Asia Pacific Spa & Wellness Coalition, IFA-International Federation of Aromatherapists, BeautyMatter, BEAUTYSTREAMS, CosmeticDesign-Asia, Cosmopolitan Middle East, CTFAS – The Cosmetic, Toiletry and Fragrance association of Singapore, Ecovia Intelligence, Euromonitor International, HKSCC, InvestHK, Kline, NielsenIQ Bases, Opal, QTCCC, Reach24H, re/sources, and SGS.

Dynamic platform Cosmo Onstage presents live shows and demo sessions by industry influencers throughout the event, featuring cutting-edge products and state-of-art equipment, nail art, makeup, and spa & wellness treatments. Partners include Asia Pacific Spa & Wellness Coalition, SYL, Makari, Cosmopolitan Middle East, and Shanghai May Skin Information Technology. In addition, an exclusive stage performance organised by The AHMA Hair Council celebrates the winners of the Barber Battle, and both beauty enthusiasts and industry professionals will enjoy the artistry and innovation at the enthralling Hong Kong Professional Nailist Union Competition 2023.

The **Cosmoprof Asia & Cosmopack Asia Awards**, organized in partnership with **BEAUTYSTREAMS**, commemorate the most outstanding companies in research and development in formulation, packaging, sustainable approach, storytelling, and value proposition. Finalist installations are exhibited in both Cosmopack Asia (Hall 6, AWE) and Cosmoprof Asia (Hall 1E Concourse, HKCEC), while the winners will be announced on November 15 at 5 p.m. at HKCEC at a special celebration hosted by **Cosmo Onstage**. This year, for the first time, winners of the awards will have an unprecedented opportunity to showcase their achievements in Bologna through an installation during Cosmoprof Worldwide Bologna 2024.

CosmoTrends provides an overview of actual trends in Asia-Pacific, starring exhibitors' products and launches, among other companies. The report spotlighting the products influencing consumers' habits in the next months, curated by **BEAUTYSTREAMS**, is a strategic roadmap for operators, buyers, trend-scouters, press and influencers. Visitors can discover all the selected trends thanks to special installations in AWE (Hall 10) and HKCEC (Hall 5G), and a dedicated CosmoTalks session taking place on November 15 at 14:30.

GIVING BACK

In its sixth edition this year, BOUTIQUE at Cosmoprof Asia returns as our charitable sample store. Featuring flagship travel-size products from 11 sponsoring companies, all the proceeds will be donated to Green Power, a Hong Kong-based charity dedicated to environmental protection and reconnecting people with nature.

POWER OF CLEAN AND GREEN

The spotlight event at **Cosmopack Asia** will be the interactive installation **COSMOLAB**, developed in collaboration with OPAL. Visitors are invited to enter the "bubble-cabin" booth to start the multisensory experience of how clean and green beauty trends can change consumers' behaviour, and the benefits of embedding sustainability into product and formulation through green manufacturing. This initiative is designed for manufacturers, brand companies, raw material suppliers, packaging suppliers and trend forecasting companies keen to learn more about clean beauty.

And last, but certainly not least, we encourage all attendees to download the All-in-one **Cosmoprof Asia APP**. Your valuable companion throughout the show, easily locate for your must-see products and bookmark your favourite exhibitors in advance, keep up with the schedule of seminars, live demos and competitions, and find all points of interest throughout the show. In addition, exhibitors and selected buyers can use it to target business matching opportunities and arrange meetings. Now available on the Apple APP store and Google Play store, or via this link: <https://www.cosmoprof-asia.com/mobile-app/>

For any further information please visit www.cosmoprof-asia.com

NOTES TO EDITORS:

Download the high-resolution images at this link:
<https://www.cosmoprof-asia.com/2023-press-kit/>

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Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia 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 worldwide, with events in Bologna, Hong Kong, Las Vegas and Mumbai (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). The fifth destination of the network, **Cosmoprof CBE ASEAN**, in Thailand, focuses on the cosmetic industry in South-East Asia. The Cosmoprof platform is reinforcing its influence in the US, with the launch of **Cosmoprof North America - Miami** in January 2024, and in the Gulf region, with a new event scheduled on December 2024 in **Riyadh**.

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 2024 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.