

COSMOPROF

ASIA HONG KONG
亞太區美容展

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

HONG KONG
•

12 – 14 NOVEMBER 2024

ASIAWORLD-EXPO

COSMOPACK ASIA
•

13 – 15 NOVEMBER 2024

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA
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COSMOPROF-ASIA.COM
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DISCOVER MORE →



COSMOPROF ASIA HONG KONG AT A GLANCE

Cosmoprof Asia Hong Kong is the leading B2B event in Asia Pacific, encompassing all sectors of the beauty industry, from ingredient to branded finished product.

The exhibition is the Asia Pacific destination of the Cosmoprof network, a 360° worldwide platform which involves over 500,000 professionals and 10,000 exhibitors from all over the world, with shows in Bologna, Las Vegas, Mumbai, Bangkok, Miami.

2024 EDITION

SQM

EXPECTED
 VISITORS

EXPECTED
 EXHIBITORS

27TH

120,000

80,000+

2,800+



[CLICK HERE TO WATCH
 COSMOPROF ASIA 2023
 POST SHOW VIDEO →](#)

WHY COSMOPROF ASIA?

1 BE PART OF THE FASTEST
GROWING ASIA-PACIFIC
BEAUTY COMMUNITY →

2 FIND ALL THE SECTORS
OF THE COSMETICS
INDUSTRY →

3 NETWORK WITH PEERS,
DEVELOP NEW PARTNERSHIP
AND MAKE BUSINESS →

4 OPTIMISE YOUR EXPOSURE
THROUGH SPECIAL PROJECTS →

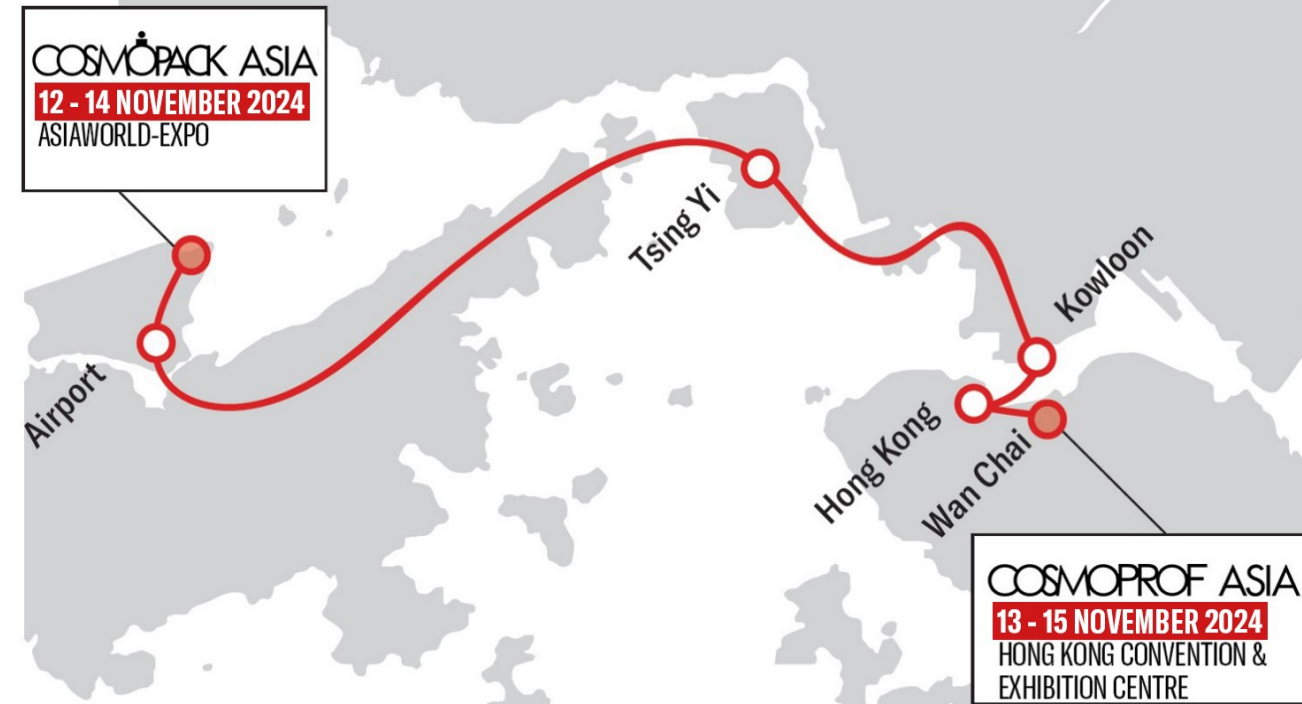
5 GETTING INSPIRED BY THE
LATEST INSIGHTS AND
NEW TRENDS →

6 DISCOVER OUR
WORLDWIDE NETWORK →



HONG KONG: A STRATEGIC HUB

- **Ideal Exhibition Location:** Hong Kong stands out as a crucial, cost-effective, and attractive destination for hosting exhibitions, offering logistical, strategic, and commercial advantages.
- **Strategic Hub for Asia Pacific and Mainland China:** Hong Kong serves as a pivotal hub for the Asia Pacific region and Mainland China, one of the world's largest beauty markets.
- **Key Trading Partner of Mainland China:** Hong Kong holds the distinction of being the fourth-largest trading partner of Mainland China, following the USA, Japan, and South Korea.
- **Crucial Crossroads for International Expansion:** Hong Kong acts as a crucial crossroads for international companies seeking to expand their presence within the region, benefiting from a business-friendly environment.



ENJOY SEAMLESS TRAVEL CONNECTIONS BETWEEN 2 VENUES



Experience the convenience of the Airport Express train, connecting Hong Kong Station and AsiaWorld-Expo (AWE) with stops at Kowloon, Tsing Yi, and Hong Kong International Airport. A swift 28-minute ride takes you from Hong Kong Station to AWE. For those departing from the airport, reach AWE in just 2 minutes.



Maximize your exhibition experience with our complimentary continuous shuttle bus service between Hong Kong Convention & Exhibition Centre and AsiaWorld-Expo.

COSMOPROF ASIA 2023 EXHIBITORS

More than **2,400 exhibitors & brands** coming from 44 countries and regions of origin representing all the sectors of the cosmetics industry participated at Cosmoprof Asia Hong Kong 2023, confirming the area as a strategic market for business development of beauty brands.

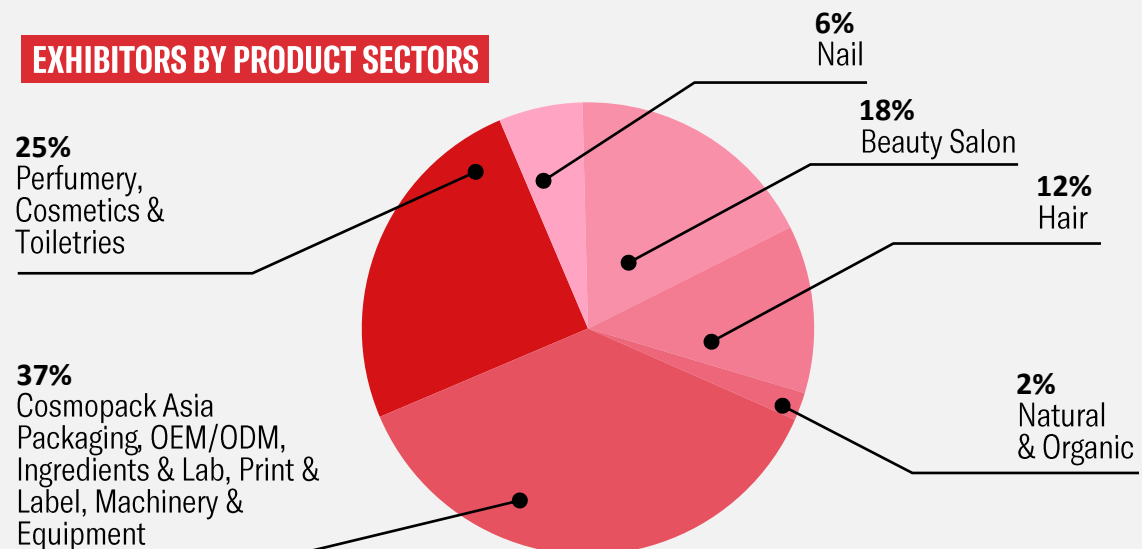


RETURNING EXHIBITOR 78%
FIRST-TIME EXHIBITOR 22%

REST OF THE WORLD
11%

ASIA PACIFIC
89%

EXHIBITORS BY PRODUCT SECTORS



TOP COUNTRIES OF ORIGIN

China, South Korea, Hong Kong SAR, Taiwan Region, France, Japan, Italy, Spain, USA, Germany.

COSMOPROF ASIA BUYERS AND ATTENDEES IN 2023

More than 65,500 retailers, importers, suppliers, distributors, brand owners, e-commerce companies, and media from 119 countries & regions took part in the 2023 edition in Hong Kong.

30%

MANUFACTURERS/ BRAND
OWNER – FINISHED PRODUCTS

7%

RETAILERS/ CHAIN STORES/
E-COMMERCE PLATFORMS

29%

IMPORTERS/ DISTRIBUTOR/
WHOLESALE/ AGENTS

15%

OEM/ODM, PACKAGING, RAW
MATERIALS, SUPPLIERS

18%

BEAUTY SALON/ SPA & WELLNESS
CENTRE/ OTHER BEAUTY SERVICES/
HAIR SALONS

1%

PRESS & OTHERS



TOP COUNTRIES IN ATTENDANCE

TOP VISITING COUNTRIES & REGIONS	1 CHINA	2 HONG KONG SAR	3 SOUTH KOREA	4 TAIWAN REGION	5 PHILIPPINES	6 JAPAN	7 THAILAND	8 INDONESIA	9 USA	10 INDIA
VISITORS ORIGIN	53% ASIA PACIFIC		36% MAINLAND CHINA		11% REST OF THE WORLD					

ALL BEAUTY SECTORS

Cosmoprof Asia offers the unique opportunity to present products and services from every sector of the beauty industry covering every distribution channel. Different opening dates help attendees to optimize the visit and maximize networking.



12 – 14 NOVEMBER 2024
ASIAWORLD-EXPO

COSMOPACK ASIA

This area is fully dedicated to the entire beauty supply chain.

INGREDIENTS & RAW MATERIALS

Raw & semi-processed materials for cosmetic products, formulation, testing and regulation.

PRINT & LABEL

Printing, labelling and marking

OEM/ODM & PRIVATE LABEL

Manufacturing for third party

MACHINERY & EQUIPMENT

Processing and packaging machineries for the beauty industry

PACKAGING

Primary & secondary packaging.

13 – 15 NOVEMBER 2024

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA

This section showcases finished products dedicated to the retail and the professional distribution channels.

COSMETICS & TOILETRIES

Fragrances, make-up, accessories, skincare and toiletries

NATURAL & ORGANIC

Green, natural, organic products and supplements

BEAUTY SALON & SPA

Professional beauty products and equipments for beauty salon, spa and wellness

NAIL & ACCESSORIES

Nail products and accessories

HAIR

Professional hair products, accessories, equipment and salon furnishings

COUNTRY PAVILIONS

A collection of solutions for the beauty industry, retail and professional products from all over the world gathered under their country flag.

SPECIAL AREAS



Luxury and innovative packaging suppliers and contract manufacturers.
12-14 November 2024 (Cosmopack Asia)

SPECIAL AREAS

Explore various special sections to discover the latest market trends on the show floor, featuring a wide array of finished branded products.

NATURAL AND ORGANIC/ TRADITIONAL CHINESE MEDICINE

An exclusive section designed to honor both the well-being and the environment. A concept developed to experience both the synergy of ancient traditions and eco-conscious practices.

BEAUTY SUPPLEMENTS

A dedicated project spotlighting the fast-growing beauty supplements sector, nurturing inner radiance, enhancing beauty from within, and empowering holistic well-being.

MALE GROOMING

Designed specifically for the modern man who appreciates the art of self-care, this section aims to redefine the grooming experience offering a seamless fusion of cutting-edge techniques and timeless traditions.

FRAGRANCE

Step into the world of fragrance excellence. Experience a captivating array of scents, where brands showcase their latest innovations and timeless classics. Discover the essence of luxury and sophistication and the harmonious balance between mind, body, and spirit.

START-UP

A pioneering project amplifying the voices of next-gen beauty companies, showcasing their invaluable and innovative ideas at the forefront of industry evolution



CONNECT WITH INTERNATIONAL BUYERS

The Buyer Programme is a key project designed to create connections among beauty professionals worldwide, aiming to expand and elevate the Cosmoprof beauty community globally.

In 2023, 227 hosted buyers mainly from Asia Pacific (75%), Europe (14%), USA (7%), ROW (4%).

The project was also able to attract more than 200 selected Elite Buyers, consisting of C-level executives, mainly coming from China + Hong Kong (37%), APAC (49%), Americas, Europe, ROW (14%).



MAXIMIZE YOUR SUCCESS WITH ADVANCED DIGITAL TOOLS

With our All-in-one digital tools, Cosmoprof Asia revolutionizes buyer-seller interactions, streamlines lead generation, and enhances exhibitor experiences. Leverage technology to unlock new success levels in the beauty industry!

- **Matching Platform:** utilise our AI-powered Recommendation Engine to connect with relevant partners and prospects effortlessly. Pre-schedule meetings in advance to save your time and capitalize every opportunity.
- **Lead Scan:** easily capture and categorize buyer information, labeling leads as "Priority" or "Standard" for efficient follow-up.
- **Mobile App:** present your products to potential buyers with captivating visuals and descriptions. Floor map navigation to simplify attendee navigation.



SELECTED RETAILERS, DISTRIBUTORS, AND BRANDS IN ATTENDANCE IN 2023

A.S. Watson, Amorepacific, Bottega Verde Srl, Cpl Aromas, Dairy Farm, International Retail Group, Daisho Trading Corp, Dermalogica Llc, DFI Retail Group, Divine Aroma, Dksh, Dolce & Gabbana, Dolce & Gabbana Beauty, Estee Lauder, Ever Bilena, Harvey Nichols, Henkel, IPSA, Janssen Cosmetics Gmbh, Johnson & Johnson, Kiko Milano, Kose Corporation, LG Elctronics, Li & Fung, L'occitane, L'oreal, Luxasia, LVMH Beauty, Make Up For Ever, Mary Kay, Pola Chemical Industries,inc., Raffees Worldwide Trading Company, Retail Beauty, Rnb Cosméticos, S&J International Enterprise Plc., Sa Sa Cosmetic Co Ltd, Shiseido, Straberrynet, Toni & Guy, Unilever, Walgreen Boots Alliance, Chanel, DFS , Jala Group , Proya, Walmart Global Sourcing.



MAXIMISE YOUR PRESENCE THROUGH OUR SPECIAL PROJECTS

Cosmoprof Asia serves as a launchpad for new products and solutions.

COSMOPROF ASIA
Awards
COSMOPACK ASIA
Awards

Cosmoprof and Cosmopack Asia Awards recognize the absolute best in beauty products, celebrate innovation, and honor excellence in packaging design and formulation among exhibitors. Winners will be announced across various categories during a ceremony at the show. Finalists can benefit from an extra visibility through a dedicated promotion, digital and onsite. [click here to learn more>>](#)

COSMO
TRENDS

CosmoTrends is the annual report on beauty trends curated by the international trend agency BEAUTYSTREAMS. The projects collects the most innovative products from the Cosmoprof & Cosmopack Asia exhibitors, which will have a strong impact on next consumer habits in China and Asia Pacific market. Trendsetters' products will be displayed on showfloor. [click here to learn more >>](#)



GET INSPIRED

Find inspiration in special projects organized in partnership with exhibiting companies, global trend agencies, and industry executives.

COSMO
TALKS

CosmoTalks is the conference programme that gathers the top experts in the beauty industry to stay up-to-date on the latest trends and insights. This format combines creativity, inspiration, business, trends forecast and market analysis.
[click here to learn more>>](#)

COSMO
ONSTAGE

Cosmo Onstage provides opportunities for exhibitors to demo their latest products and equipment, newest formulas, techniques and trends to prospects.
[click here to learn more >>](#)



WE ARE COSMOPROF



cosmoprof.com

AN EVENT BY



cosmoprof-asia.com

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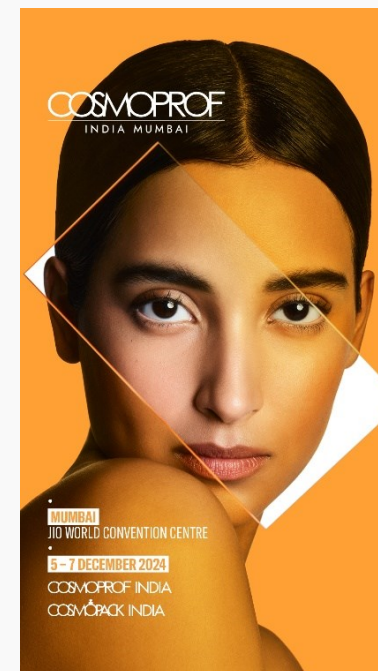
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COSMOPROF

ASIA HONG KONG
亞太區美容展

WHY COSMOPROF
ASIA?

BEAUTY COMMUNITY

BEAUTY SECTORS

BUSINESS &
NETWORKING

SPECIAL PROJECTS

INSIGHTS &
EVENTS

INTERNATIONAL
PLATFORM

JOIN US ALL OVER THE WORLD

vietbeauty
Vietnam's Premier International Beauty Show
cosmobeauté
Vietnam

HO CHI MINH CITY

vietbeautyshow.com

ORGANISER
informamarkets

INTERNATIONAL AGENT
Bologna Fiere

beautyexpo
Malaysia's Premier Beauty Show
cosmobeauté
Malaysia

KUALA LUMPUR

beautyexpo.com.my

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ASIA HONG KONG
2018

cosmobeauté
Indonesia
SUPPLY CHAIN

JAKARTA

cosmobeauteasia.com

SOUTH CHINA BEAUTY EXPO
SHENZHEN | 华南国际美容博览会

SHENZHEN

southchinabeautyexpo.com

ORGANISER
COSMOPROF
WORLDWIDE BOLOGNA | **informa**markets | Baiwen

premiere
show group

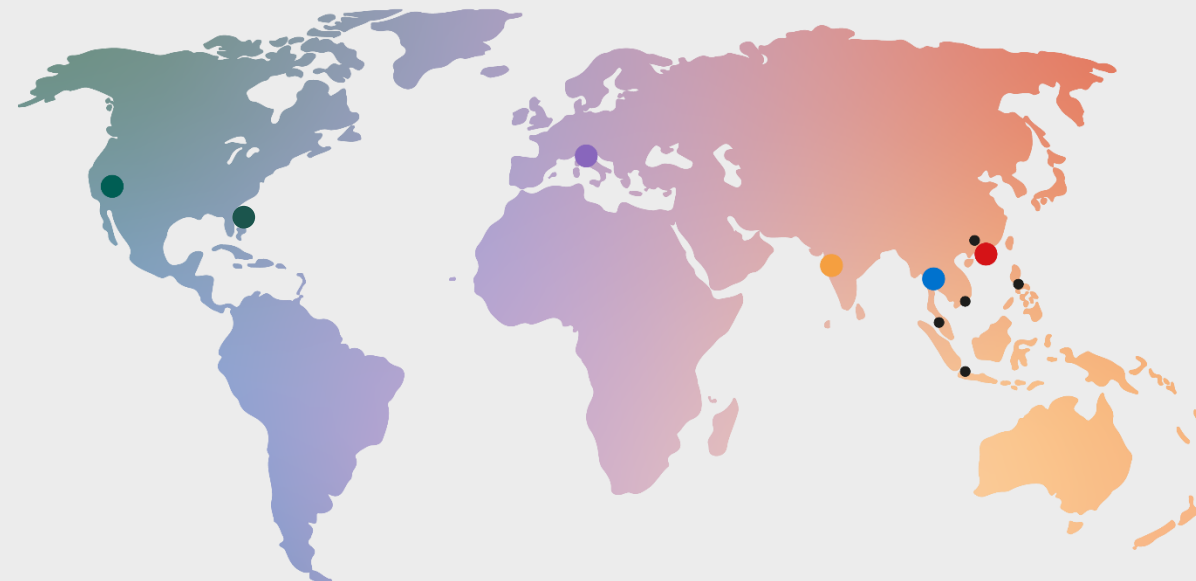
USA

premiereshows.com

ORGANIZER - USA BEAUTY LLC
informamarkets | **Bologna Fiere** | **PBG** Professional Beauty Association

FOLLOW US AND BOOST YOUR BUSINESS!

For more info
Cosmoprof.com/network



cosmoprof-asia.com



**INTERESTED?
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