

COSMOPROF ASIA LEADS THE WAY WITH NEW BUSINESS EVENTS FOR THE APAC BEAUTY COMMUNITY

[Hong Kong, 1 April 2025] – **Cosmoprof Asia** is a key event of the Cosmoprof international platform, and it is the reference appointment for the beauty industry in Asia-Pacific. With **over 70,000 attendees and more than 2,800 exhibitors expected from around the world**, the event will once again be the leading platform for discovering the latest trends and innovations shaping the beauty market in the region.

The 28th edition is set to take place in Hong Kong across two exhibition venues: **Cosmopack Asia**, taking place in AsiaWorld Expo **from November 11-13**, will showcase the best solutions in the supply chain. Meanwhile, **Cosmoprof Asia running from November 12-14** at the Hong Kong Convention & Exhibition Centre, will present all the main novelties in branded finished product. With such a comprehensive overview, the exhibition will once again reflect the evolution of the whole industry in the region.

Expanding Global Influence: Cosmoprof Asia reaffirms its position as a premier beauty trade event

Following a successful 2024 edition, Cosmoprof Asia will continue to expand its global reach. In 2024 international participants comprised 74% of total attendance, further solidifying the show's status as the leading trendsetter in the beauty trade industry within the region. In 2025, key markets including South Korea, Japan, the Philippines, Australia, ASEAN countries, the Middle East, Europe, North America, and South America will play a central role, following the demand from the market.

Around 20 international group and country pavilions are anticipated in Hong Kong, showcasing cutting-edge innovations and product offerings from the best performing global markets.

In 2024, more than 300 senior executives and top buyers from Asia-Pacific, Europe, the USA, and the Middle East participated in Cosmoprof Asia, leveraging exclusive B2B matchmaking tools to establish valuable business connections. The 2025 edition is set to further strengthen its role as a key networking hub for industry leaders.

A New Focus on Fragrance

Cosmoprof Asia 2025 will place a strong emphasis on fragrance in response to the growing market demand in the region. Recognizing the increasing importance of this sector, a dedicated area called **Fragrance Avenue** will be introduced to showcase the latest innovations and trends in the fragrance industry. This new space will offer an immersive experience for both buyers and exhibitors, creating a platform for networking, product discovery, and collaboration.

Exciting news for the ingredients sector

Cosmoprof Asia Ltd. is thrilled to announce the launch of **Beauty Ingredients & Formulation Asia (BIFA)**, a groundbreaking event taking place on **November 11-12, 2025**, at **AsiaWorld-Expo** in **Hong Kong**, in collaboration with the **Hong Kong Society of Cosmetic Chemists (HKSCC)** and the **China Society of Cosmetic Chemists (China SCC)** and **supported by the International Federation of Societies of Cosmetic Chemists (IFSCC)**. Co-located with Cosmopack Asia, BIFA will unite beauty and cosmetic industry professionals to explore the latest and innovative ingredients and scientific advancements.

With the Asia-Pacific beauty ingredients market projected to reach USD 14.9 billion by 2027, BIFA is poised to become a key event for professionals seeking science-driven beauty solutions. The show will feature a comprehensive exhibition, high-level symposiums, and tailored B2B meetings, fostering strategic collaborations and driving innovations in the beauty and health industries. Attendees will have the opportunity to connect with top-tier buyers, industry experts, and R&D specialists, gaining insight into the future of ingredients in cosmetics and personal care. Stay tuned to the event website for updates on the symposium details: www.beautyifa.com

For more information <https://www.cosmoprof-asia.com/>

NOTES TO EDITORS:

Download the high-resolution images at this link: <https://bit.ly/42pdRoP>

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ABOUT THE ORGANISERS:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia

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, with most notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. This key exhibition gathers almost 250,000 stakeholders from more than 150 countries and over 3,000 exhibitors from over 70 countries each year. The Cosmoprof platform extends worldwide, with events in Bologna, Hong Kong, Las Vegas, Miami, Mumbai, and Bangkok (with **Cosmoprof Worldwide Bologna, Cosmoprof Asia, Cosmoprof North America Las Vegas and**

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Miami, Cosmoprof India, and Cosmoprof CBE ASEAN). Thanks to the brand's international appeal, the network gathers a global community of more than 500,000 stakeholders and over 10,000 companies and brands from within the dynamic beauty industry.

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 which serves 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.