

HONG KONG

10 – 12 NOVEMBER 2026

ASIAWORLD-EXPO

COSMOPACK ASIA OEM/ODM & INGREDIENTS

COSMOPACK ASIA PACKAGING & MACHINERY

11 – 13 NOVEMBER 2026

HONG KONG CONVENTION
& EXHIBITION CENTRE

COSMOPROF ASIA PERFUMERY & COSMETICS & NAIL

COSMOPROF ASIA HAIR & BEAUTY SALON

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COSMOPROF ASIA 2026 LAUNCHES GLOBAL “WANTED” CAMPAIGN AHEAD OF ITS NOVEMBER EDITION IN HONG KONG

Save the dates for Asia-Pacific’s leading B2B beauty event, connecting the entire beauty value chain from supply chain to branded finished products



[HONG KONG, 17 August 2026] — Cosmoprof Asia has launched its global “WANTED” campaign, an omnichannel initiative celebrating the creative disruptors, innovators and beauty visionaries shaping the future of Asia-Pacific’s beauty industry.

Returning for its 29th edition, **Cosmoprof Asia 2026** will bring the global beauty community back to Hong Kong across two venues. **Cosmopack Asia**, dedicated to the entire supply chain, including packaging, private label and contract manufacturing, ingredients and raw materials, machinery and technologies, will take place at AsiaWorld-Expo from **10 to 12 November 2026**. **Cosmoprof Asia**, focused on branded finished products, including perfumery, cosmetics and toiletries, natural and organic, nail and accessories, beauty salon and SPA and hair, will be held at the Hong Kong Convention and Exhibition Centre from **11 to 13 November 2026**.

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The 2026 edition is expected to welcome over **78,000 visitors and more than 2,900 exhibitors worldwide from more than 40 countries and regions**, reaffirming its role as Asia-Pacific's key meeting point for beauty sourcing, product discovery, business exchange and market intelligence.

THE GLOBAL "WANTED" CAMPAIGN: A BOLD CALL FOR BEAUTY VISIONARIES ACROSS ASIA-PACIFIC

The **"WANTED" campaign** positions Cosmoprof Asia 2026 as the gathering place for industry professionals and experts redefining the future of beauty. Inspired by the familiar visual language of a wanted notice, the campaign transforms a universally recognisable cue into **a bold invitation to discover the people and ideas driving the future of beauty industry's evolution**. Designed to spark curiosity at first glance, each execution encourages audiences to look closer, decode the message and engage with the stories behind the beauty sector's most exciting innovations.

Beyond promotion, **"WANTED" celebrates the visionaries transforming the next chapter of beauty in Asia-Pacific**. It invites professionals across the value chain to discover fresh ideas, exchange expertise, build partnerships and unlock opportunities in one of the world's most dynamic beauty markets.

Built around three creative pillars, the campaign reflects key movements influencing what comes next for the beauty industry:

Rule-Breakers champions bold thinkers who challenge conventions and redefine category norms. From indie beauty founders and challenger brands to marketers and creators reshaping consumer expectations, this pillar celebrates those driving cultural change across the beauty sector.

Innovators spotlights the scientists, researchers, manufacturers and technology pioneers behind the industry's next wave of advancement. Covering breakthroughs in formulation, ingredients, packaging, AI, sustainability and production technologies, this pillar highlights innovation's role in creating smarter, more effective and future-ready beauty solutions.

Fragrance Addicts captures the growing excitement around fragrance as one of beauty's fastest-evolving categories. Reflecting the rise of personal scent discovery, niche perfumery and immersive olfactory experiences, this pillar celebrates the enthusiasts and professionals fueling creativity, emotional connection and product innovation through scent.

The campaign will roll out through a comprehensive omnichannel strategy spanning digital, social, media and out-of-home activations, targeting key audiences in Mainland China, ASEAN, the Middle East and Central Asia.

INTERNATIONAL HIGHLIGHTS AND SIGNATURE PROGRAMMES

As the Country of Honour for Cosmoprof Asia 2026, **Italy** is ready to showcase its premier beauty excellence, manufacturing expertise, creativity and innovation. The **Italian Trade Agency (ITA)** and the **Ministry of Foreign Affairs and International Cooperation**, in

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collaboration with personal care association **Cosmetica Italia**, are organizing a country pavilion spanning Cosmoprof Asia and Cosmopack Asia.

In collaboration with Esxence, the international art perfumery event, Cosmoprof Asia will also introduce a dedicated niche fragrance area featuring a curated selection of outstanding independent perfume brands. A dedicated installation, developed in partnership with Centdegrés, one of the world's leading creative agencies, will showcase a curated selection of international fragrance houses, celebrating their heritage, expertise and contribution to the art and science of perfumery.

Highlighting the Cosmoprof Asia 2026 will also feature **Glamorous Hong Kong – International Hair & Beauty Showcase 2026–2027**, organised by **Pivot Point (China) Education Fund Ltd**, in collaboration with Hong Kong Image Designer Association (OMC Hong Kong), connecting professional talent, education and live artistry.

The **Beauty Ingredients & Formulation Asia (BIFA) Symposium** returns on **10–11 November 2026** at **AsiaWorld-Expo, Hong Kong**. Held in collaboration with the **Hong Kong Society of Cosmetic Chemists (HKSCC)**, the event will spotlight ingredients innovations, fragrance trends, formulation breakthroughs and enabling technologies shaping next-generation beauty products.

MARK YOUR CALENDAR FOR A PLATFORM WHERE SCIENCE, BUSINESS AND IMAGINATION CONVERGE

With the launch of “WANTED”, Cosmoprof Asia 2026 signals a dynamic new chapter for the region's leading beauty trade event, combining market access, international sourcing, future-facing programmes and immersive experiences. Get ready to discover the full show line-up, including its exhibitor profile and a vibrant calendar of special events, at the upcoming pre-event press conference. Stay tuned for more exciting updates.

Visitor pre-registration is now open at www.cosmoprof-asia.com. Beauty professionals and media friends are invited to register online for complimentary admission and stay tuned for further programme announcements and show highlights.

NOTES TO EDITORS:

Download the high-resolution images [here](#).

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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, 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 over 255,000 stakeholders from more than 150 countries and over 3,000 exhibitors from over 60 countries each year. The Cosmoprof platform extends worldwide, with events in Bologna, Hong Kong, Las Vegas, Miami, Mumbai and Bangkok. 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, the world's fastest-growing markets. By further expanding its strength, the Beauty Portfolio includes a B2B event in Miami serving the Americas, North America, 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. As the world's leading market-making company, we bring a diverse range of specialist markets

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