

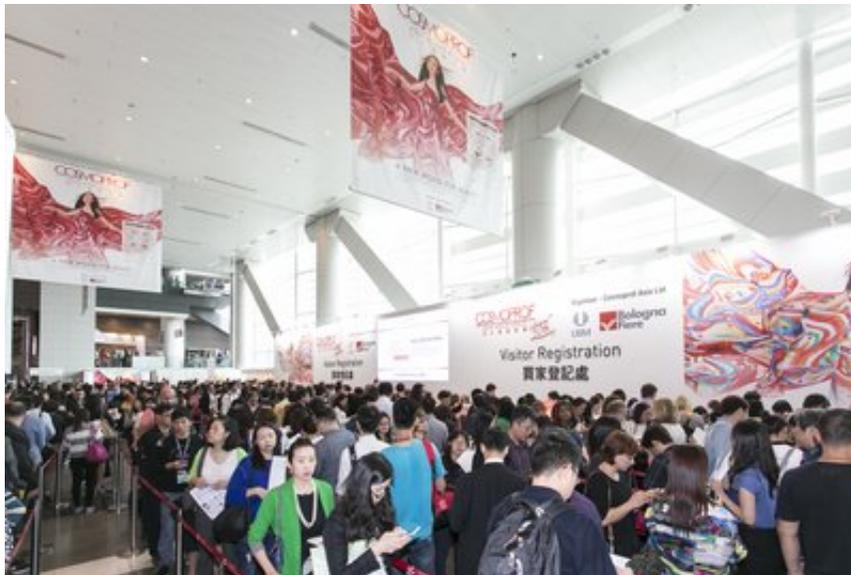
Asia Fresh News

Asia Fresh Stories

Cosmoprof Asia 2015 Confirms Record Numbers for Its 20th Edition

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HONG KONG/PRNewswire/ — Cosmoprof Asia celebrated its 20th anniversary from 11 to 13 November at the Hong Kong Convention & Exhibition Centre with record visitor and exhibitor numbers.



Cosmoprof Asia 2015 recorded 5.5% growth of visitors



Discover Trends featured innovative products from natural & organic, baby care and men's care

63,241 visitors from 119 countries and regions attended the event (**5.5% increase** on last year), of which **40,761 came from outside of Hong Kong (up 7%** compared to 2014). There was a significant increase in visitors from the United States and Europe, including Austria, France, Poland, Portugal and Sweden, as well as from emerging markets such as Chile, Thailand, Ukraine and Vietnam.

"Cosmoprof Asia 2015 hosted 2,504 exhibiting companies from 46 countries which is an increase of 6% compared to last year, with an exhibition area of more than 84,000 sqm, a 3% expansion," said Michael Duck, Director of Cosmoprof Asia Ltd "Every year we are witnessing a growth in the show which confirms its importance for the Asian beauty industry".

The international flavour was strong with the participation of **22 national and group pavilions**, which include the largest-ever Korean pavilion (a collection of 212 companies over 2,696 sqm) as well as the first-timer Chile.

"Cosmoprof Asia is the main focal point for the international beauty industry as we continue to invest in the growth of the show with a focus on the Chinese market," said Duccio Campagnoli, President of Cosmoprof Asia Ltd.

COSMOPROF ASIA 20th ANNIVERSARY

The 2015 edition of Cosmoprof Asia marked an important milestone for the fair. From its humble beginnings in 1996, Cosmoprof Asia has expanded rapidly to become the most recognised and celebrated event in the beauty sector.

Italy and the USA were recognised as 'Countries of Honour' for their dedicated support and contribution towards the growth of the fair. **Italy**, with the support of **Ministry of Economic Development** and **ICE – Italian Trade Agency**, in collaboration with **Cosmetica Italia**, organised 107 Italian companies in a dedicated area of 2,338 sqm. **ICMAD – The Independent Cosmetic Manufacturers and Distributors** supported the participation of 90 companies from the **United States** occupying 1,867 sqm.

POSITIVE BUSINESS RESULTS

During the three days of the exhibition, visitors took part in events, live demonstrations and seminars, and as well as enhance their industry education. Participants also took advantage of the show's inaugural **Match & Meet** programme, an online business matching platform designed to facilitate quality meetings between key visitors and exhibitors.

NEW EXHIBITION AREAS

One of the highlights in 2015 was **Spot on Beauty**, an area of 3,700 sqm dedicated to companies focused on finished products for the spa & wellness, hair, nail, cosmetics & personal care sectors.

As part of Spot on Beauty, Cosmoprof Asia presented the second edition of **Boutique**, the charitable initiative which this year was dedicated to The Women's Foundation, founded in 2004 to help women in Hong Kong who suffer from domestic violence and social discrimination. Visitors get to select seven travel-size products from the participating companies for a small cash donation. The technical sponsor was HCP Packaging Hong Kong Limited, which produced the gift box.

Reflecting one of the biggest global trends in the beauty industry today, a new initiative was introduced at the fair called **Discover Trends**.

This area offered visitors a rich selection of innovative products from the three fastest-growing segments of the cosmetic industry: **natural & organic**, **baby care** and **men's care**. 26 companies from 9 countries took part. Some of the notable exhibitors were **Petal Fresh** from USA, **Rohr Remedy** and **Manuka Doctor** from Australia for natural & organic products; **First Light** from Australia and **Naif** from the Netherlands with products dedicated to new-born children and mums; **Giesen & Forsthoff** from Germany for men's care, specifically men's grooming.

EDUCATION SESSIONS

The free-to-attend **Spot on Beauty Forum** focused on beauty trends and Asian market development. 12 discussions were held, providing visitors with unique insight into the topical issues facing the industry. Particularly well-attended were the sessions presented by Beautystreams focusing on men's fashion and grooming trends for Spring/Summer 2016, by Centdegres discussing the perfumery trends in Asia and by Organic Monitor presenting the future of natural and organic cosmetics in Asia. Other popular sessions included "Indonesia Ethno Wellness Spa" by the Martha Tilaar Group, and the "Cosmetic Market Update – Japan, Korea and China" presented by Conceptasia Inc.

Adding to the rich calendar of events was **International Nail Days** at which leading nail professionals shared their knowledge, best practices and forecasts for the nail sector. Well-known nail artists also presented the latest news and trends for colors, decorations and technologies of the future.

The 8th edition of **Cosmoprof Asia Spa Conference** was a resounding success. 15 industry speakers shared their know-how and vision on the spa world and offered insights on best practices. Some of the main themes were on creating customer experiences, the evolution of the spa business in China and the growing influence of male clients on the industry.

SEE YOU IN 2016!

Following years of resounding success, growth and development, Cosmoprof Asia will introduce the concept of "**One Fair, Two Venues**" in 2016. Presenting the Fair in more spacious and specialised platforms will allow exhibitors to expand their presence, for visitors to better realise their sourcing goals, resulting in more business opportunities for everyone.

The 2016 edition will be held strategically across two venues – **From 15 to 17 November, AsiaWorld-Expo** will host exhibitors of ingredients, machinery & equipment, packaging, contract manufacturing and private label. **From 16 to 18 November the Hong Kong Convention & Exhibition Centre** will open its doors for all finished products: cosmetics & toiletries, natural health, beauty salon, hair salon, nail and accessories.

For further information please visit our website: www.cosmoprof-asia.com

NOTES TO EDITORS:

ABOUT BOLOGNAFIERE GROUP

www.bolognafiere.it

BolognaFiere Group, the world's leading trade show organizer in the cosmetics, fashion, architecture, building, art and culture sectors, features in its portfolio more than 80 exhibitions, both domestic and international. **BolognaFiere Cosmoprof spa**, a company of

BolognaFiere Group, is the organizer of Cosmoprof, an international platform, with events in Bologna (established 1967), Hong Kong (established 1996) and Las Vegas(established 2003). Cosmoprof Worldwide Bologna, held March 18 – 21, 2016 with Cosmopack, held March 17- 20, 2016, is the most important meeting point in the world for professionals in the beauty sector.

ABOUT UBM ASIA LTD

www.ubmasia.com

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 31 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 21 trade publications, 18 online products for over 2,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

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