

## NEW PRODUCTS, TRENDS AND NETWORKING OPPORTUNITIES ABOUND AT COSMOPROF CBE ASEAN 2023

**[Bangkok, June 7, 2023]** – Excitement is growing throughout the international beauty industry ahead of the second edition of **Cosmoprof CBE ASEAN**. The B2B event, organised by BolognaFiere, Informa Markets, and China Beauty Expo (CBE), will be held **from 14 to 16 September 2023**. Designed to meet the needs of the fast-growing beauty market in South-East Asia, it is expected to gather top players and experts representing all sectors, beauty supply chain to branded finished products.

Building on the success of the first edition in 2022, last year event welcomed 8,216 visitors from 46 countries and regions and 500 exhibitors and brands, the 2023 exhibition promises to be bigger and bolder. The new location, the **Queen Sirikit National Convention Centre (QSNCC) in Bangkok**, offers convenient access right in the middle of the city centre, and boasts a larger **exhibition space of up to 17,000 sqm**, ideal for highlighting the latest launches. **More than 1,000 exhibitors and brands are expected**, an expected **7 Country & Group Pavilions** will showcase companies from core beauty destinations Korea, Thailand and China, as well as many others. So far, international responses have been overwhelmingly positive, **more than half of the total exhibition area has already been sold to international brands and suppliers**, thanks to the support from governments and trade associations inspiring enthusiastic participation and new business opportunities.

At Cosmoprof CBE ASEAN 2023, there will be an impactful representation of cosmetics supply chain with over 60% of total exhibitors, and around 40% representing finished product brands. Among top exhibitors, Acr International, Beijiing Nubway S&T, Beijiing Charming Cosmetics, Brother Global, Cosmax Thailand, Ilc International Laboratories, Karmarts Public Company, Kbf Interpack, Life Innova International, Milott Laboratories, Mmk Plus International, M.S. Union Interprice, Pathawin, P&M Promixer, Revomed, Shanghai May Skin Information Technology, Spc Cosmetic, Speciality Innovation, S&J International Enterprises Public, Thai Hoover Industrial.

This global industry overview, in view of the show's varied and international companies, will attract **over 12,000 attendees**, while buyers from the ASEAN region will represent, above all, Thailand, Indonesia, Malaysia, Philippines, Vietnam, Singapore and also India. By virtue of the successful Cosmoprof-signature **Buyer Program** exhibitors and qualified buyers will be able to connect easily, while the **Match&Meet** platform will help them find the right peers and schedule meetings while on the show floor.

“Cosmoprof CBE ASEAN was born from the need to approach the beauty market in South-East Asia, which has been growing fast in the latest years. Our aim is to create all the necessary conditions for our Cosmoprof global community to play a key role in this growth, thus increasing the opportunity for new projects and collaborations with new players”, said **Gianpiero Calzolari, President of BolognaFiere Group**. “The Cosmoprof brand, thanks to its prestigious and its successful events all over the world, grants for the best performing tools and partners for the operators of the region”.

“Cosmoprof CBE ASEAN will be the gateway to the ASEAN beauty market for exhibitors and attendees, with its extensive global reach opening up the potential for new, innovative products to reach the market, and exciting new trends to be uncovered. In addition, it will advance the ever-growing network of buyers and suppliers, developing and strengthening the beauty community in the ASEAN region at large,” says **Mr. David Bondi, Senior Vice President – Asia of Informa Markets.**

“Cosmoprof CBE ASEAN offers Chinese beauty industry stakeholders, in particular Chinese product brands and supply chain leaders attending the event, the best opportunity to discover the Southeast Asia market.” says **Ms. Sang Ying, Deputy General Manager of Shanghai Baiwen Co Ltd.**

## **SPECIAL AREAS**

BEAUTY MADE IN THAILAND is a special area dedicated to the Thai Beauty Industry. The concept, developed and supported by the Thai government, aims to attract international visitors, media and industry experts, allowing them to understand the segment’s value and identity, and experience Thailand through the famous and authentic culture of Thai Beauty.

MEDICAL BEAUTY, dedicated to professionals in beauty salons and spas, will present the latest and most innovative devices and technologies for wellness and health, shining the spotlight on skills, expertise and know-how.

ZOOM ON BEAUTY is dedicated to brand-new companies and first-time exhibitors. Full-service assistance and exclusive visibility will help guide companies to success during their very first attendance on the show floor.

## **THE SPECIAL INITIATIVES**

To complement the rich exhibition offerings, Cosmoprof CBE ASEAN will be characterized by a stimulating calendar of roundtables. **CosmoTalks** is the educational program of the Cosmoprof network, highlighting current topics among industry key players. The most influential international trend agencies and market research analysts will share their experiences, sparking inspiration and new ideas for stakeholders.

**CosmoOnstage** will host live shows, demo sessions and competitions for hair, beauty salon and nail experts and operators. The exhibitors will have a dedicated time slot at their disposal to show their latest products and equipment, newest formulas, techniques and trends.

New for 2023 is the inaugural edition of **WORLD MASSAGE MEETING**, a project organized in partnership with the renowned European Massage Association (EMA). UNESCO has designated traditional Thai massage as an intangible cultural heritage of humanity, including it on its world list. Moreover, esteemed holistic operators will unveil different techniques, synergies and connections through a cultural and emotional path. Special guests of the event will be Mr Suthep Boonbamroong, an iconic voice of the sector dealing with Thai traditional massage; Mr Phrapakorn Paktharakansorn, who will perform advanced Thai massage with tools (tok sen); Mrs Kru Kea, who will offer a live

demo focusing on innovation in Thai massage; Mr Ivan Conversano, President of EMA, who will introduce Western techniques inspired by Thai massage.

For further information please visit [www.cosmoprofcbesean.com](http://www.cosmoprofcbesean.com)

For online visiting registration, please click [here](#)

**NOTES TO EDITORS:**

Download the high-resolution images at this link: <https://bit.ly/3nY8a11>

Download the high-resolution images of the Press Conference at this link: <https://bit.ly/42vT5Sz>

**For media enquiry, please contact:**

**ASIA**

Informa Markets, Hong Kong  
JOY ZOU / JANICE POON  
t: +852- 3709 4988  
e: [joy.zou@informa.com](mailto:joy.zou@informa.com) /  
[janice.poon@informa.com](mailto:janice.poon@informa.com)

**WORLDWIDE**

BolognaFiere Cosmoprof Spa  
ARIANNA RIZZI/  
GIULIA ZUCCHETTI  
t: +39 02 796420  
e: [arianna.rizzi@cosmoprof.it](mailto:arianna.rizzi@cosmoprof.it)  
[giulia.zucchetti@cosmoprof.it](mailto:giulia.zucchetti@cosmoprof.it)