

SOUTH-EAST ASEAN BEAUTY STAKEHOLDERS GATHERED IN BANGKOK FOR COSMOPROF CBE ASEAN 2023 TO DEFINE THE FUTURE OF THE BEAUTY INDUSTRY IN THE REGION

[Bangkok, 22 September 2023] – The second edition of Cosmoprof CBE ASEAN reinforced its status in the market, being recognized by key players in South-East Asia and international stakeholders. The B2B event, organised by BolognaFiere, Informa Markets, and China Beauty Expo (CBE), was held **from 14 to 16 September 2023** in the **Queen Sirikit National Convention Centre**, in Bangkok.

More than 1,000 exhibitors and brands, over half of them coming from overseas countries thanks to the active support of international governments, presented their new launches, innovative proposals, and hero products, from supply chain solutions to finished product brands. **13,255 attendees** participated in the event, **coming from 69 countries and regions**, including **more than 250 top buyers from Thailand, ASEAN countries and Europe**. Furthermore, the exhibition featured five Country and Group Pavilions representing core beauty destinations such as Thailand, China, Italy, Japan, and South Korea.

“Cosmoprof CBE ASEAN has been such a successful event! The exhibition attracted +78% attendance compared to last year, mainly coming from Thailand and ASEAN countries. The synergy with Informa Markets and Baiwen Shanghai proved highly profitable: in two-year time Cosmoprof CBE ASEAN has become a reference destination for stakeholders from all over the world”, highlighted **Gianpiero Calzolari, President of BolognaFiere Group**.

“This year’s visitor numbers, fair exhibitors and products confirm what the global trends are telling us, that as an industry beauty and cosmetics are not only continually pushing the boundaries of innovation and science, but also that the ASEAN market is full of savvy consumers keen to understand and invest in cutting-edge products.” said **David Bondi, Senior Vice President – Asia of Informa Markets**.

“This exhibition is the perfect stage for companies, retailers, importers, buyers and distributors interested in new business opportunities in the ASEAN market. The success of Cosmoprof CBE ASEAN is the result of a profitable collaboration between BolognaFiere, Informa Markets, and China Beauty Expo. We are working together to aid the development of the beauty industry in the region.” said **Ying Sang, Deputy General Manager of Shanghai Baiwen Co Ltd**.

Events and special initiatives enriched the 3-days visit of attendees in Bangkok. **Beauty Made in Thailand**, the business initiative created to support Thai SMEs in international markets, attracted international buyers interested in discovering the best proposals from local growing brands and cutting-edge supply solutions. **Medical Beauty** provided inspiration and business suggestions to the professional sector.

Macro trends, actual topics and market insights were presented during **CosmoTalks and CosmoForum**. Among the prestigious speakers for the 2023 edition, ACA - ASEAN Cosmetics Association, Asia Cosme Lab, BEAUTYSTREAMS, Euromonitor International, Thai Industrial Hemp Trade Association, Unilever Beauty & Wellbeing SEA, Milott Laboratories, UDN Packaging Corporation, REVOMED (THAILAND) CO.,LTD.

In addition, **Cosmo Onstage** hosted live demos, brand presentations and competitions committing beauty and spa professionals, such as the **Eyelashes Demonstration: Fantasy for Beauty**, in collaboration with INCA and Bangkok Beauty Academy and lead by Ms Jingjo, and **NAILPRO® Competitions ASIA-THAILAND 2023-2024**, organised by NAILHOLIC magazine.

Enthusiastic holistic experts and spa professionals approached the rich calendar of the first edition of **World Massage Meeting**, organised in collaboration with EMA – European Massage Association, which presented a training path to advanced professionals, with a focus on innovation, change, and the pursuit of excellence in the massage industry.

VOICES FROM THE MARKET

The feeling among the exhibitors was positive regarding the show and optimistic when looking ahead to future business.

“Cosmoprof CBE ASEAN was a great experience. Kléral System embarked on a stimulating journey, fusing hair fashion with innovation. Amidst this dynamic event, we shaped beauty and style through our creativity, dancing on the edge of innovation in an ever-evolving world.” commented **Mr Marianella, CEO of Kléral System**.

Furthermore, **Ms Wasana Intasang, Chief Executive Officer from Revomed (Thailand) Co., Ltd.** shared “We’ve joined Cosmoprof CBE ASEAN since 1st edition and impressed with the quality of buyers and visitors. We believe the show is a great platform for Thai and ASEAN manufacturers to expand the network to international level.”

Mr Joo Won Jeong, Overseas Team Manager, Zero to Seven Inc., claimed “We have received visits from high-quality contacts from Thailand and other major ASEAN countries. We are able to solidify our position as a global baby skin care brand and will accelerate the development of new global markets.”

Buyers joined the overall praise of the event, with **Ms Celine Troeung, Head of Guardian Cambodia, Health & Beauty DFI Lucky**, saying, “We think Cosmoprof CBE ASEAN is the beauty fair to attend if you are looking for new and innovative brands or to develop your own beauty products. We’re happy with the pavilions where we could meet various Italian and Korean companies. It is a great opportunity to meet new suppliers and explore new opportunities in the beauty industry.”

Mr Fernando Balvedi, Development Director of Buy2Sell Vietnam commented "I was particularly impressed with the number and quality of international exhibitors, which gave me a great opportunity to learn about the latest beauty trends from around the world. The special events at the fair were also very well-organised and informative."

COSMOPROF CBE ASEAN 2024

Big news for next edition: **Cosmoprof CBE ASEAN 2024** will be held **from 13 to 15 June**, in the **Queen Sirikit National Convention Centre**, in Bangkok. The new dates will better reflect the season trends and habits influencing business activities in the region.

For further information please visit www.cosmoprofcbeasean.com

Download the high-resolution images at this link: bit.ly/44YEgR6

For media enquiry, please contact:

ASIA

Informa Markets, Hong Kong

JANICE POON / JASMINE NG

t: +852- 3709 4988

e: janice.poon@informa.com

jasmine.ng@informa.com

WORLDWIDE

BolognaFiere Cosmoprof Spa

ARIANNA RIZZI / GIULIA ZUCCHETTI

t: +39 02 796420

e: arianna.rizzi@cosmoprof.it

giulia.zucchetti@cosmoprof.it