

COSMOPROF ASIA 2009

COSMOPROF

ASIA HONG KONG
亞太區美容展

11-13 NOVEMBER, 2009

Post Show Report



GREAT success with 4.05% INCREASE in visitors!

COSMOPROF ASIA successfully ended its 14th edition on 13 November 2009 at the Hong Kong Convention and Exhibition Centre, affirming once again its role as the premier beauty event in the Asia Pacific region.

This trend-setting event has been growing steadily, 1,412 exhibiting companies (up 4.05% on 2008 numbers) reached a record size of over 52,000 sqm in gross exhibition area. Taking place in Hong Kong, Asia's most renowned international business hub, Cosmoprof Asia represents a unique opportunity to do business in the dynamic and fast-growing beauty industry.

The exhibition attracted more than 41,062 quality attendees (4% increase over 2008), and recorded a 8% increase in overseas visitors, with growth coming especially from Europe (France, Germany, Italy, Russian Federation, Spain, UK), the Middle East, North America and the Asia Pacific region, further demonstrating the international profile of the event.

These encouraging figures proved once again the importance of Cosmoprof Asia for the beauty business, particularly in the time of uncertain market conditions, as well as the resilience of the Asian beauty and wellness market, reaffirming the event's importance as a platform to clinch new business deals and secure strategic partnerships.

Cosmoprof Asia is jointly organised by UBM Asia Ltd, Asia's leading exhibition organiser and BolognaFiere Group, the organiser of Cosmoprof Worldwide Bologna, Italy.



COSMOPROF
ASIA HONG KONG
亞太區美容展

Show Profile

Cosmoprof Asia 2009
11-13 November 2009 (Wed-Fri)

Time
09:30-18:30 daily

The Show is for Trade only

Venue
Hong Kong Convention & Exhibition Centre
1 Expo Drive, Wanchai, Hong Kong
www.hkcec.com

Facts & Figures
Gross Exhibition Area: **52,000 sqm**
Number of Exhibitors: **1,412**
Number of Visitors: **41,062** (+4% over 2008)
International Visitors (from outside Hong Kong): **23,509** (+8% over 2008)

Fair Website
www.cosmoprof-asia.com

Organiser
Cosmoprof Asia Ltd

* Cosmoprof Asia Ltd is a joint venture company formed by UBM Asia Ltd (www.ubmasia.com) and BolognaFiere Group (www.bolognafiere.it)





Product Sectors and Halls

5 major sectors in the beauty industry are presented at the HKCEC:

Cosmoprof**Asia**

RETAIL DISTRIBUTION 零售 分銷

Hall 1E

Perfumery, Cosmetics and Toiletries for retail distribution

Cosmoprof**Asia**

NATURAL HEALTH 天然保健

Hall 1E

Natural Health Products, Health Food & Beverages, Dietary Supplements, Asian Traditional Medicine and Therapies

Cosmoprof**Asia**

PACK 包裝

Halls 3E & 3G

Packaging, Raw Materials, Machinery, Contract Manufacturing & Private Label (OEM / ODM)

Cosmoprof**Asia**

BEAUTY SALON 美容院

Halls 5C, 5E & 5G

Professional Beauty Salon, Well-being, Nail Products and Equipment

Cosmoprof**Asia**

HAIR SALON 美髮

Halls 5C & 5E

Hair Products, Equipment and Salon Furnishings

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Exhibitors Profile

A total of **1,412** exhibiting companies came from **39** countries and regions:

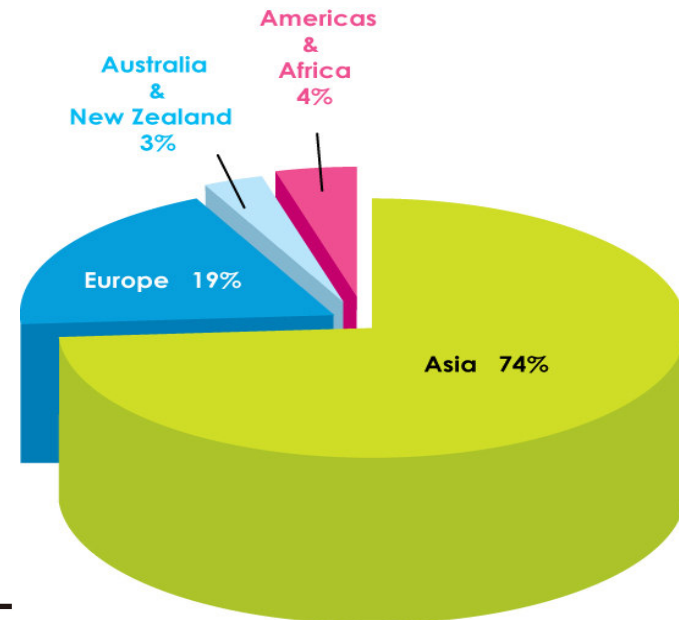
Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Mainland China, Denmark, France, Germany, Hong Kong, India, Indonesia, Israel, Italy, Japan, Korea, Latvia, Macau, Malaysia, Monaco, New Zealand, Pakistan, Poland, Portugal, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, The Netherlands, Turkey, United Arab Emirates, United Kingdom, USA and Vietnam

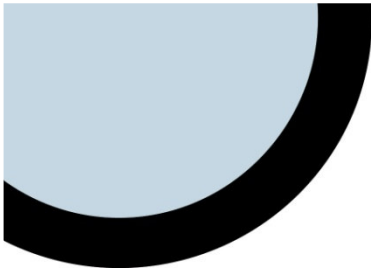
Follow the below URL to view the 2009 Exhibitor List:

<http://www.cosmoprof-asia.com/exhibitorlist/list/caexhlist.asp>



Geographical Breakdown of Exhibitors

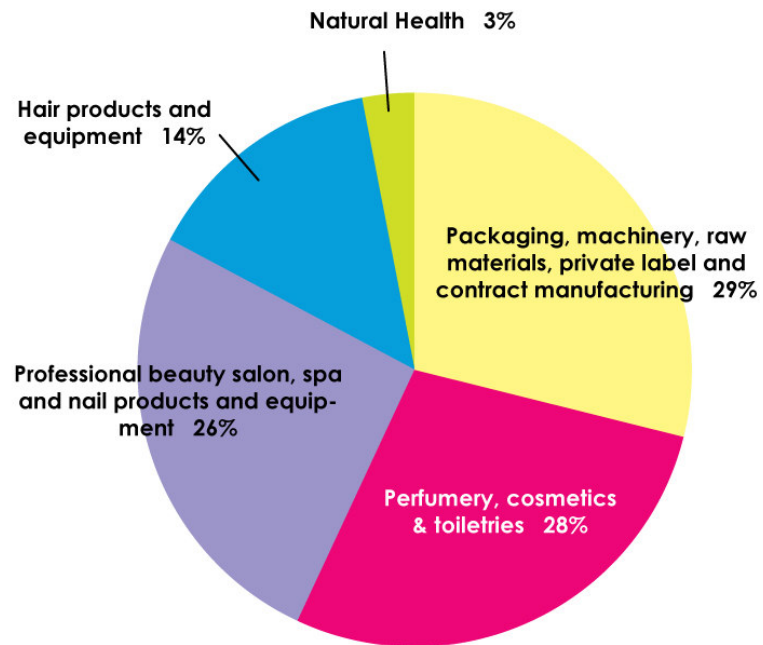




18 Country & Group Pavilions

- Australia • France • Germany • Hong Kong • Israel • Italy
- Japan • Korea • Mainland China • Poland • Singapore • South Africa
- Spain • Switzerland • Taiwan • Thailand • United Kingdom • USA

Exhibitors Profile: Breakdown by Product Sector



- 70% of exhibitors achieved to “look for new buyers”
- 75% of exhibitors will participate again in Cosmoprof Asia 2010

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Visitors Profile

Visitor Figures

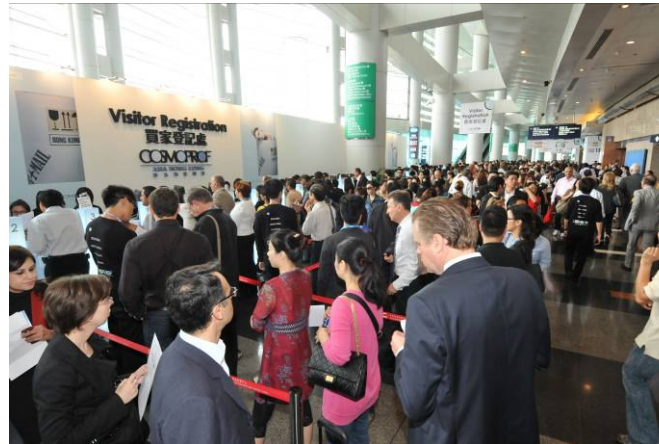
Total number of visitors (from 104 countries and regions) 41,062
out of which: International visitors (from outside Hong Kong) 23,509

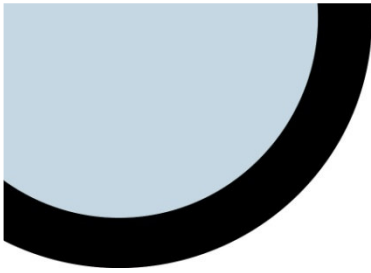
EXCELLENT Visitor Attendance

- 4% increase in total number of visitors over 2008
- 57.3% of visitors are from outside Hong Kong, (+8% over 2008)
- 62% of visitors are from management level or responsible for merchandising

Top Ten Overseas Buyers

Mainland China
Taiwan
Korea
Thailand
Australia
Japan
Malaysia
Singapore
The Philippines
The USA

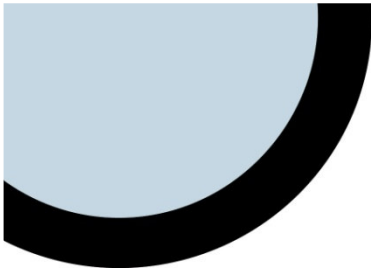




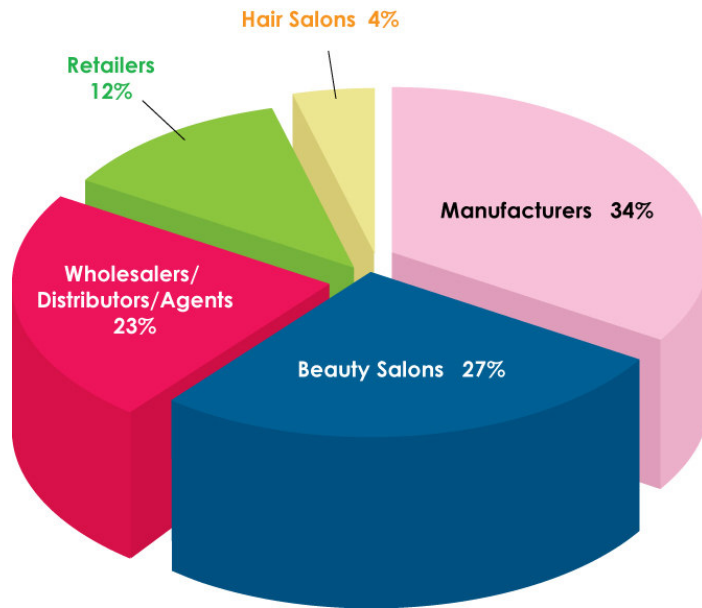
Visitor Survey Findings

- **73%** of visitors achieved to “Look for new suppliers”
- **72%** of visitors achieved to “Consolidate contacts with suppliers / business partners”
- **82%** of visitors achieved to “Collect market information”
- **76%** of visitors achieved to “Source new products”

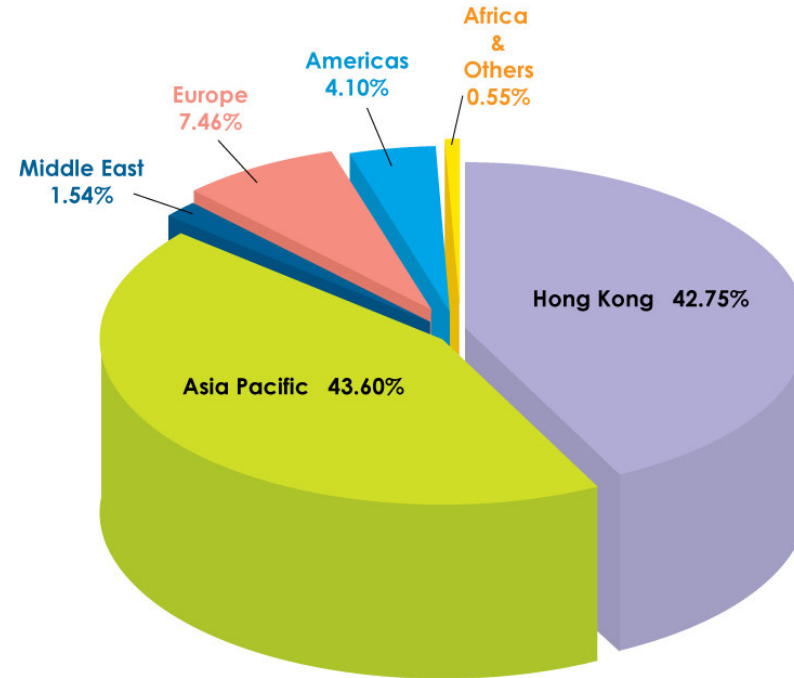


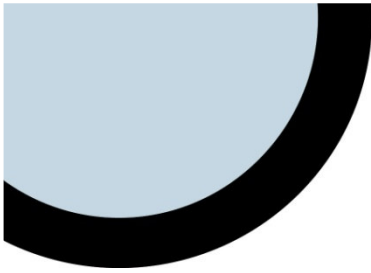


Visitors Profile: Breakdown by Business Nature



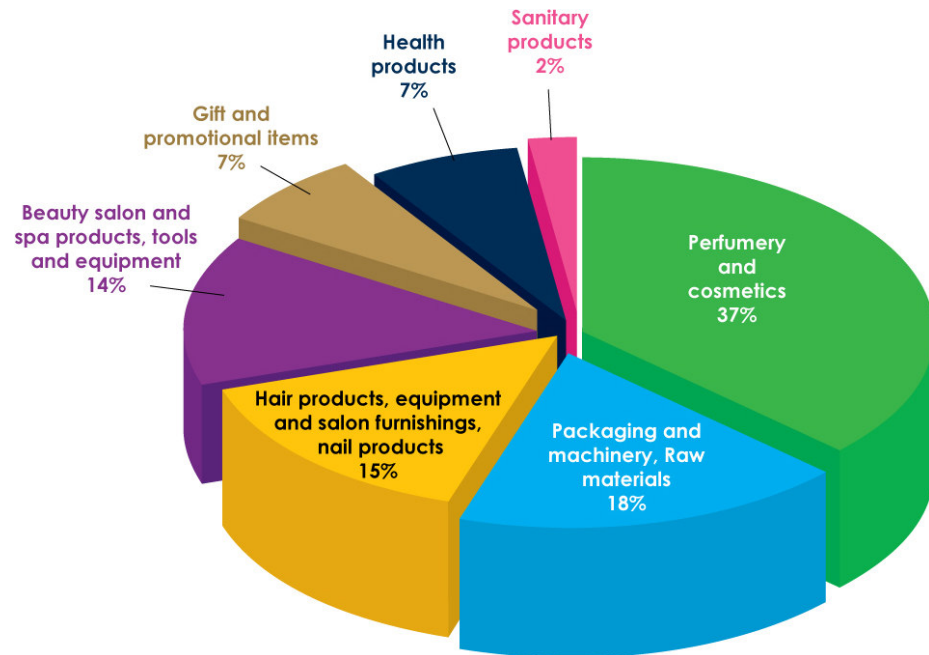
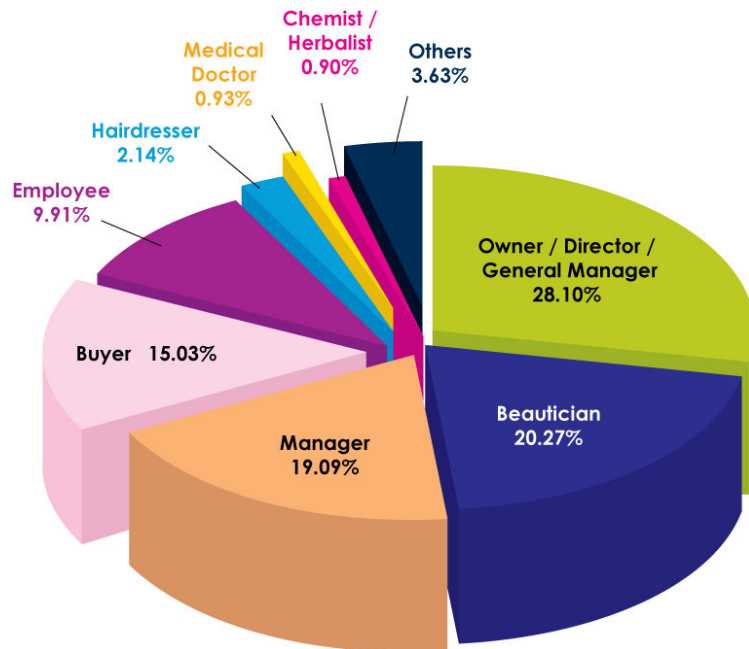
Visitors Profile: Geographical Breakdown





Visitors Profile: Sector of Interest Declared by Visitors

Visitors Profile: Breakdown by Job Function



Buyers Delegations

3 major buyers delegations were organised by government associations and trade commissions.



Queensland Government, Australia

25 delegates from 15 Queensland companies, representing Queensland natural health and beauty industries, attended Cosmoprof Asia 2009.



U.S. Commercial Service (Hong Kong)

Under it's "Asia Now" programme in co-operation with 15 U.S. Commercial Service offices in the Asia Pacific region, brought over 50 delegates from Australia, Japan, the Philippines, Taiwan and Russia to attend the event.



Australian Government
Austrade

Australian Trade Commission (Austrade)

The Australian Government's trade promotion agency, Austrade, brought together more than 240 buyers from 12 Asia Pacific countries and regions including China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Singapore, Taiwan, Thailand, the Philippines and Vietnam.

- Over 380 delegates were brought to Cosmoprof Asia 2009 by trade delegations organised by trade associations, education institutions, media and travel agencies from Mainland China, Indonesia, Japan, Korea, Russia, South Africa, Taiwan and Thailand.



What the Participants Said?

Exhibitors

“ I really like the show this year. I had come in the early 1990s and come for 10 years and then we've taken a few years off. But I come back this year because I thought Asia again is growing and the China presence is here, so I want to be back and be a part of it all. ”

Pamela S. Viglielmo
Director,
The Gramercy House, LLC, USA

“ We are very very satisfied. For us, we are doing b-to-b and people in this hall (Hall 3G) are doing b-to-b. The quality of buyers indeed is very high. People come here, they know, they come with projects and they come to see new trends. ”

Luc Van Den Brande
CEO,
Proficos, Belgium

“ I feel it's very great! Fantastic! Many global buyers come. Many enquiries from about 30 countries. We are targeting distributors and hair salons from Singapore, Malaysia, Macau and nearby countries. We got many enquiries from mainland China in particular. ”

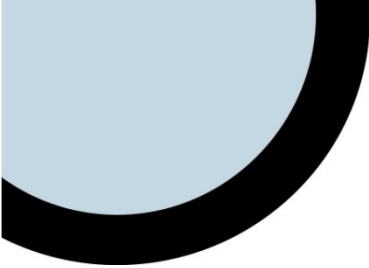
Soon Chang, Park
President,
Jedaero Electronics, South Korea

“ It's very interesting for people in this field to come to here from all over the world. It's probably one of the best in the world in this field and I will continue to support this fair in future. ”

PD Dr. med. Walter P. Schweizer
President,
Intracosmed AG, Switzerland

“ People in the beauty industry absolutely should be here. We think this is a very successful exhibition. Every year we met either quality partners or potential partners. ”

Lois Chan
Area Manager – Greater China
Groupe Bateau O/B France Beaute Limited, France
(Agent of Algotharm)



“ We think it was a very successful show. We have a lot of compliments about our booth which is wonderful. We have invested a lot of effort and a lot of good people came, very interesting, from around the world, Australia, Asia and Europe. It was wonderful to meet a lot of people. Great opportunity.”

Elinor Betesh
Marketing Manager,
Viora Ltd, Israel

“ The quality of visitors in general was quite good. We are quite satisfied. Especially international enquiries that people from overseas like Philippines, even from Middle East and India. We are quite happy with the turnout and the quality.”

Goo Teck Bing
Managing Director,
BelleWave Cosmetics Pte Ltd., Singapore

“ People in this industry definitely should come to this show. I would definitely recommend this show. It's an excellent show for the business point of view.”

Yousaf Hasan Bajwa
Director Exports,
Ekal Surgical Works, Pakistan

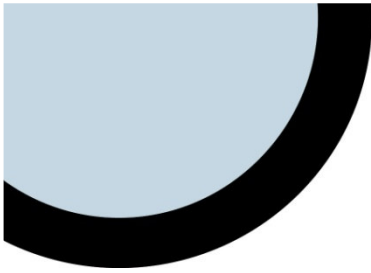
“ In this 3-day show, customers from all over the world visited our booth. We have buyers from South America, North America, Asia and Australasia and China as well, we have been very successful. I think it's an excellent fair, really good trade fair.”

Miguel Rosenbaum
Import/Export Agent,
Rosenbaum Agencies, UK



“ We are very happy about Cosmoprof Asia because the visitors are of very high quality and professional. The market is very very broad, many people from India, China, Japan, Korea... many people from several countries, not just local. I think the level of knowledge of the market is also very high. We are quite happy about the investment and we definitely will do it again.”

Julien Kaibeck
Communication & Project Manager,
Pranarom International, Belgium



Visitors

“I met both Asian and European manufacturers here. Most interesting is that I met some European manufacturers I never met in European trade show. It's very convenient to come to here to find all kinds of products under one roof.”

Elena Lashchinina
Project coordinator,
Clovermed, Russia

“It is fantastic for so many exhibitors from different countries to gather in the show, so you can find stuff you need, you design and the unique concept that you want to gather.”

Carina Franck,
Nimue Skin Techonology, South Africa



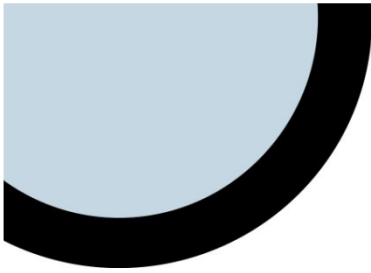
“I would grade the show Excellent! Service is great. Everything is so efficient for the check-in, passes and everyone here is willing to do business with you.”

Tatiana E. Bellavita
Product Development,
Asian Palette, Thailand

“I have been to the show for many times, Cosmoprof Asia is an interesting and beautiful show. Can find many beauty products of various price range in the show.”

Eirka Bauer
Kallipareia Cosmetic GmbH, Germany

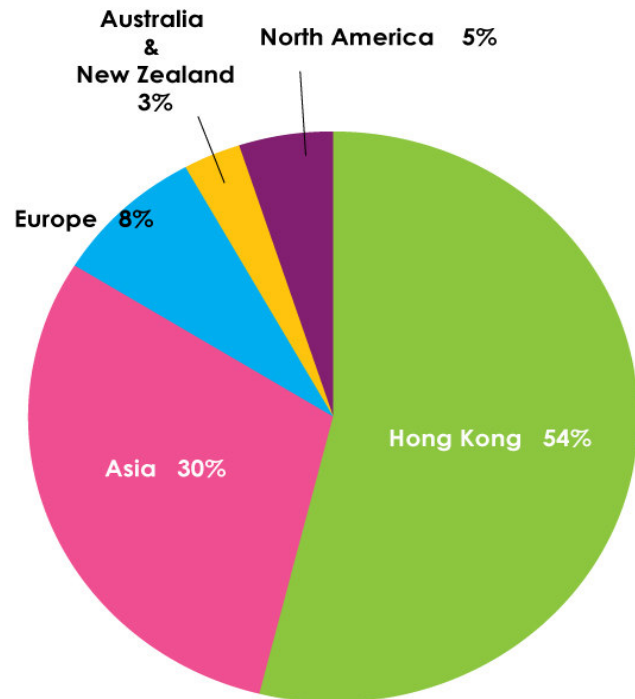




Media Attendance

More than 176 journalists from 25 countries and regions travelled to Cosmoprof Asia 2009 to seek out the latest product trends, innovations and hottest industry news.

Geographical Breakdown of Media



“Cosmoprof Asia 2009 was a triumph of planning, organisation and understanding of the South-East Asian beauty industry and its application to a global market. The event has been steadily cementing itself as an essential date on the business calendar for suppliers, distributors and retailers of professional aesthetic products from around the world, evidenced in last year’s record attendance. I would not hesitate to recommend Cosmoprof to anyone in the beauty industry looking to take their business to the next level.”

Professional
BEAUTY

Sarah Bowing
Managing Editor
Professional Beauty
Australia

“Cosmoprof Asia is the most dynamic beauty event in Asia till date. I think it would be fair to say that every year it invigorates the Asian beauty, salon and spa industry with exhibition and events. It is a MUST attend by media and all important players whether as visitors or exhibitors, depending upon respective business needs.”

SALON
INTERNATIONAL

Ritoo Jhha
Associate Publisher & CEO
Beauty Business Media
India

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Concurrent Events

OPI Spring/Summer collection 2010 launch

O·P·I

OPI Products Inc., world leader in professional nail care products, chose to use the occasion of Cosmoprof Asia 2009, for the first time outside the company's home country, to stage the official worldwide press launch for the highly anticipated Spring/Summer 2010 Nail Lacquer Collection. 41 journalists and 33 industry professionals were invited to attend and experience the glamour of this hottest series.



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International Buyer Programme

First launched in 2007, the International Buyer Programme unites buyers and sellers from around the world with the resources, contacts, and data to create business.

For the third year, beauty and cosmetics companies showcasing their products at Cosmoprof Asia were offered the opportunity to meet with a group of selected key-buyers from strategic growth markets around the globe. For this edition, the organisers selected India, Mainland China and Russia as the main focus. More than 100 pre-arranged business meeting took place between exhibitors and the hosted buyers.

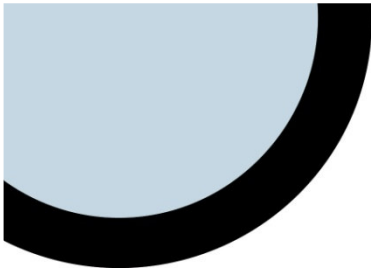


Buyer Delegation Representatives:

India	<ul style="list-style-type: none"> • Mr. Nitin Passi, Director, Lotus Herbals Ltd • Ms. Ankit Virmani, Director, Esskay Beauty Resources Pvt Ltd
China	<ul style="list-style-type: none"> • Mr. Nie Feng-Hui, General Manager, Guangxi Daze • Mr. Xie Yong, General Manager, Lotionspa • Ms. He Xiu-Li, Vice General Manager, Shenzhen Grand Scope Industrial Co Ltd
Russia	<ul style="list-style-type: none"> • Mr. Nikolay Feoktistov, Head of Cosmetology Department, AlfaSPA Cosmetic Co • Ms. Elena Lashchinina, Project Coordinator, Clovermed • Mr. Roman Mikhaylov, Owner, SPA Technologies Co Ltd

“It’s my first time here and I’m very glad to be present at this show. This is a great experience for myself and the company to witness how companies, how manufacturers are represented here at the trade show.”

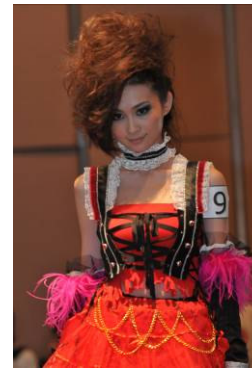
Nikolay Feoktistov
Head of Cosmetology Department
Alfa Spa Cosmetic, Russia



BaByliss PRO on Stage Asian Competition

BaByliss® PRO

At this final stop of the BaByliss Pro Asian tour, winners from local country competitions like Mainland China, Indonesia, Malaysia and Thailand vied for the top place in styling creativity and talent. Jim Roberts, Show and Education Director from RUSK, judged the competition and presented the latest styling techniques.



Cosmoprof Asia Spa Conference

asiaSpa

Developed with AsiaSpa Magazine, the region's leading spa, wellbeing and travel lifestyle publication, this conference represented a unique educational opportunity addressed to all spa, beauty and wellness industry professionals. A high-calibre panel of industry insiders discussed various issues confronted by the industry and ways to move towards greater success.



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Industrial Seminars

Besides the exhibition, Cosmoprof Asia offered a full programme of networking and education events. High level educational seminars were filled to capacity with 475 attendees, drawn by the topical content specially designed to help professional and companies grow their business. Industry leaders from multiple sectors participated in round-table discussions and panels to share their experience and views.


Seminars include:

Is There Still Room For Innovation?

Presented by:  *The miracles of science™*  

Supported by: 

The 4th Development of the Cosmetic Market in China Conference:
Entering the cosmetics retail sector in China

In co-operation with:  **化妆品观察**

How to Enter the China Cosmetic Market
Part 1: Product Registration
Part 2: Import Tax & Customs Regulations

Presented by: 

Beauty Trends 2010 by Peclers Paris

Presented by:  **Peclers Paris**
...fashioning the future

The Current Situation and Prospects of Japanese Beauty Market - Natural and Organic Cosmetics, and Japanese Spa



Marketing Campaign

In order to maximise visitor presence at the show, an intensive and targeted marketing activities were undertaken to attract high-quality audience of beauty and health industry professionals to Cosmoprof Asia 2009.

Direct Mail

Approximately **90,000** trade invitations were distributed to industry professionals using Cosmoprof Asia global database, including past visitors, interested visitors, association members and governments representatives. These were released to the industry from 3 months prior to the exhibition. A further **88,000** were sent to exhibitor for distribution to their customers.

100,000 invitations were sent by barter media to their subscribers.

Badge Mail

14,000 personal badges were sent to pre-registered visitors and 18,449 badges to Cosmoprof Asia 2009 visitors.

Email Marketing

- eblasts to **100,000** qualified contacts within the Cosmoprof Asia 14-year old database by means of general newsletter, pre-registration reminder, events updates and seminars enrolment.
- **Buyers Invitation Optimiser Service (BIOS) - NEW in 2009!**
A customised e-Invitation was available for all exhibitors to invite their customers coming to visit the show. As a powerful feature of this BIOS scheme, each invitation being sent out can be tracked. Exhibitors were able to find out who they invited had registered to the fair and make follow-up actions.



Advertising

A global advertising campaign was carried out throughout the year. The campaign incorporated a combination of trade magazines, online and newspaper.

- **Trade Publication**

Advertisements and adverts were placed in nearly **90** magazine titles from across the world.

- **Newspaper**

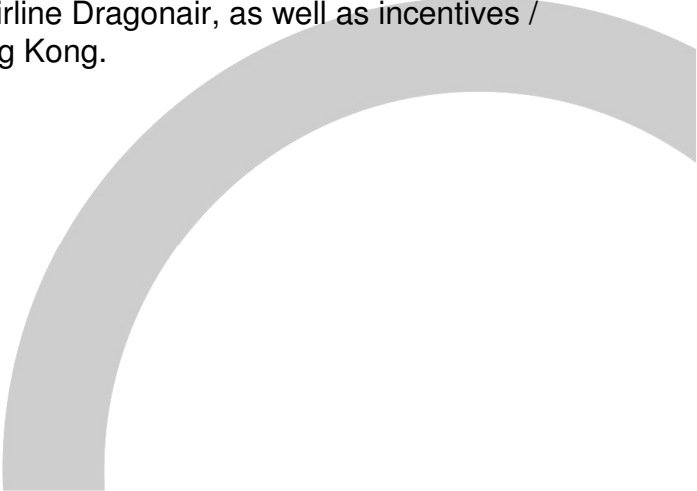
Advertisements were placed in the *Headline Daily* and the *Apple Daily* a week before the start of the exhibition. A special supplement was placed in the *Hong Kong Economic Times* and *South China Moring Post* on the 1st day of the exhibition.

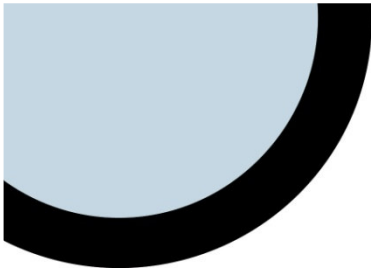
- **Online**

Web banners, text links and news were placed in **15** trade portals.

Hong Kong Tourism Board's 'Business Right Here!' scheme – **NEW in 2009!**

As a special privilege under the Hong Kong Tourism Board's 'Business Right Here!' scheme, registered visitors can enjoy an array of privileges including special airfares offered by Cathay Pacific and sister airline Dragonair, as well as incentives / offers for dining, shopping, sightseeing and transportation during their stay in Hong Kong.





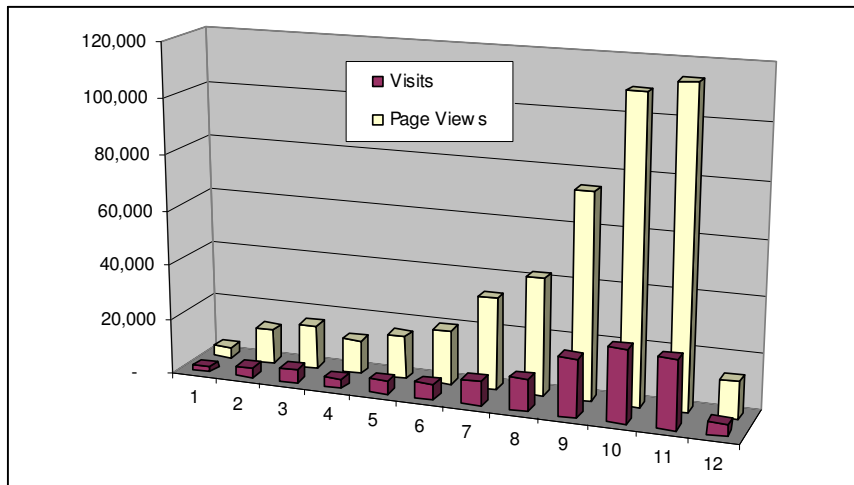
Official Website

All exhibiting companies were given the opportunity to provide an 80 word product profile with picture to be posted on the website. The Cosmoprof Asia website between Jan – Dec 2009 attracted an average of 10,106 visits and 38,948 page views, proving to be a valuable tool for visitors and exhibitors to access information about the show.



Website Traffic

Site Name: www.cosmoprof-asia.com
Date Range: January – December 2009



Month	Visits	Page Views
January	1,828	3,819
February	3,526	12,702
March	4,898	15,893
April	3,420	12,253
May	4,920	15,785
June	5,746	19,739
July	8,891	33,394
August	11,619	42,372
September	20,931	74,367
October	26,306	109,712
November	24,803	113,843
December	4,383	13,502
Total(s)	121,271	467,381
Average(s)	10,106	38,948

Web Based Social Network:



Public Relations

Extensive editorial coverage of Cosmoprof Asia 2009, individual exhibitors and products and parallel events were secured in key trade journals.



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Where are you going, beauty?



www.cosmoprof-asia.com

15TH ANNIVERSARY

COSMOPROF
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THE WORLD OF BEAUTY MEETS AT COSMOPROF ASIA 2010
NOVEMBER, 10TH-12TH - HONG KONG CONVENTION & EXHIBITION CENTRE
15TH EDITION

BOLOGNA HONG KONG LAS VEGAS ISTANBUL

See You in 2010

Contact us to learn more!

HONG KONG SAR & REST OF ASIA

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