

# COSMOPROF CBE

ASEAN BANGKOK

.....  
**THE GATEWAY TO SOUTH EAST  
ASIA'S EXPANDING  
BEAUTY MARKETS**

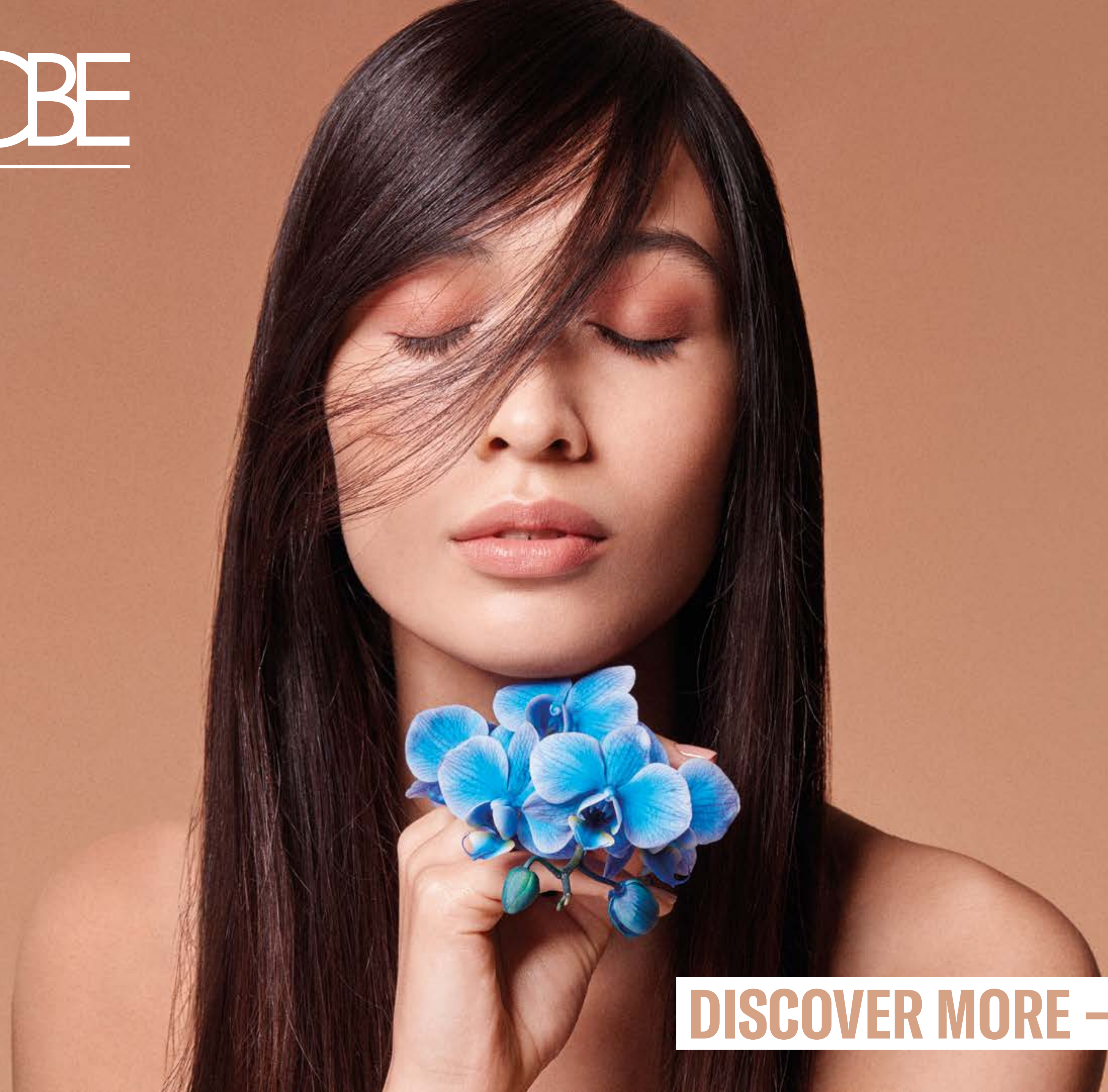
[COSMOPROFCBEASEAN.COM](http://COSMOPROFCBEASEAN.COM)  
.....

**BANGKOK**

IMPACT EXHIBITION AND  
CONVENTION CENTER  
.....

**15 – 17 SEPTEMBER 2022**

**DISCOVER MORE →**





## COSMOPROF CBE ASEAN AT A GLANCE

Cosmoprof CBE ASEAN is **the gateway to South East Asia's expanding beauty industry**. After six successful editions of Beyond Beauty ASEAN and five editions of ASEANbeauty, the new alliance among BolognaFiere, Informa Markets and China Beauty Expo will bring new projects and business opportunities in the area.

### EXPECTED FIGURES

#### EDITION

1<sup>ST</sup>

#### SQM

10,000+

#### EXPECTED ATTENDEES

8,000+

#### EXPECTED EXHIBITORS & BRANDS

500





## WHY THAILAND

Thailand is the hub of ASEAN thanks to its vibrant culture, hospitality and infrastructure. Its cosmetics industry is currently the biggest one in the area and ranks third in Asia after Japan and South Korea.

### **Thailand reopens in safety. The exhibition restarts.**

In January 2022, over 70% of the entire population in Thailand is fully vaccinated ensuring a safe environment for business. [Click here](#) to see the latest updates about the entry measures for international travellers to Thailand.

### **Thailand is the gateway to ASEAN market.**

In February 2022, Thailand hosts The Asia-Pacific Economic Cooperation (APEC) Summit that is expected to support TCEB's (Thailand Convention and Exhibition Bureau) plan to attract more high-profile events in the coming years.





WHY COSMOPROF CBE ASEAN?





## THE ASEAN MARKET

ASEAN consists of 10 members with 750 million population and benefits from the **ASEAN Economic Community (AEC)** supporting the increase of trade (goods and services) and investment among Member States.

The beauty industry in South East Asia has adopted **new strategies to react to the pandemic** and remaining an high potential area for international brands:

- Revenue in the **Beauty & Personal Care** market amounts to USD 25,248M in 2021 which is expected to grow annually by 5.73% (CAGR 2021-2026)
- **Personal Care** segment is the largest one with a volume of USD 13,103M in 2021
- **Beauty e-commerce** sales are projected to grow from USD 6B in 2015 to USD 88B in 2025
- **Major international brands** have invested in the Thai cosmetics market such as Avon, Estee Lauder, L'Oréal, P&G

## ASEAN MEMBERS

MYANMAR

LAOS

THAILAND  
(BANGKOK)

VIETNAM

CAMBODIA

PHILIPPINES

BRUNEI

MALAYSIA

SINGAPORE

INDONESIA



## FEEL SAFE AT THE SHOW

As the Organisers of Cosmoprof CBE ASEAN, we have been implementing a series of measures to ensure that our exhibitors and attendees can enjoy **the show in a safe and controlled environment**.

For the 2022 protocols, [click here](#)

To learn more about the local situation, please visit [this website](#)





## BE PART OF COSMOPROF CBE ASEAN BEAUTY COMMUNITY

Cosmoprof CBE ASEAN will represent the fifth destination of the Cosmoprof network, a 360° worldwide platform for the **international beauty community**, with shows in Bologna, Las Vegas, Hong Kong and Mumbai which all together involve **over 500,000 professionals** and **10,000 exhibitors from all over the world**.

China Beauty Expo(CBE) is today the leading trade show in mainland China for the beauty industry.

With the strong alliance between BolognaFiere, Informa Markets and China Beauty Expo, Cosmoprof CBE ASEAN is the perfect event to **expand your beauty business in the fast-growing market of South East Asia!**





## EXHIBITORS AND VISITORS PROFILES

The show floor is divided into two main areas:  
**Branded Finished Products** and **Supply Chain**.

### EXHIBITORS BY PRODUCT SECTOR

- PERFUMERY, COSMETICS & TOILETRIES
- NATURAL & ORGANIC
- HERBAL PRODUCTS
- HAIR & NAILS
- BEAUTY SALON & SPA
- NUTRACEUTICALS & DIETARY SUPPLEMENTS
- CONTRACT MANUFACTURING/OEM/ODM/PRIVATE LABEL
- MACHINERY & EQUIPMENT
- PRIMARY AND SECONDARY PACKAGING
- INGREDIENTS & LABORATORY

### EXPECTED EXHIBITORS FROM

ASEAN, CHINA, EUROPE, JAPAN, KOREA, TAIWAN REGION, USA

### VISITORS BY NATURE OF BUSINESS

BEAUTY & COSMETICS PRODUCTS IMPORTERS, DISTRIBUTORS, TRADERS, RETAIL CHAINS, ONLINE STORES, MANUFACTURERS, BRAND OWNER/DEVELOPERS, OEM/ODM SUPPLIERS, MANAGERS





## BRANDED FINISHED PRODUCTS

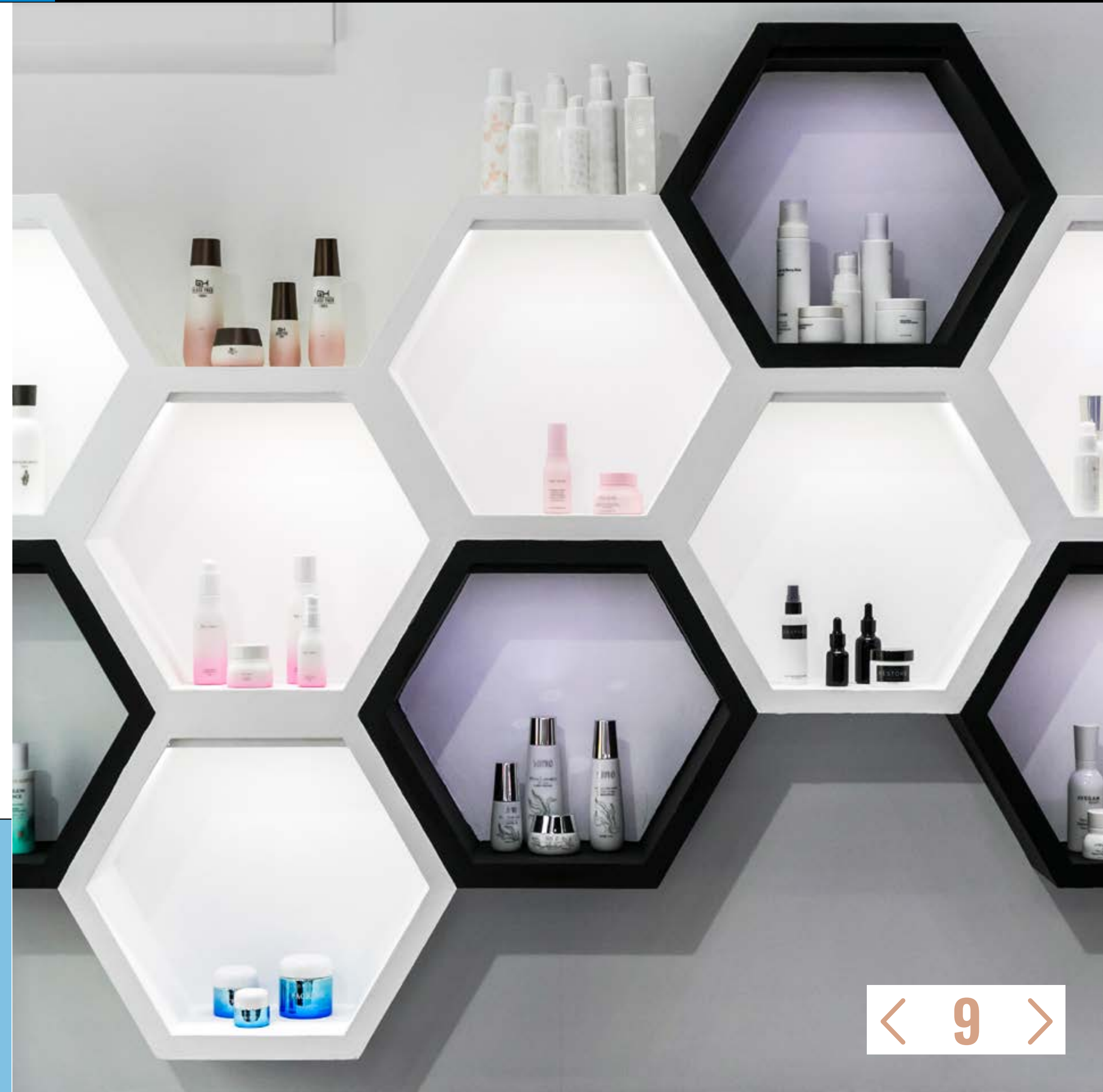
BRANDED  
FINISHED  
PRODUCTS

Branded Finished Products aims to **connect brands with distributors and retailers**. Visitors of this area are Beauty & Cosmetics products importers, distributors, traders, retail chains and online stores. Take part in “Branded Finished Products” to gain easy access to distribution and retail channels in the ASEAN region.

**Beauty Made in Thailand** is a **special area** organized to give value and identity to the **Thai Beauty Industry**. A new concept to attract international visitors to come to Bangkok to see and experience Thailand through the famous Thai Beauty culture.

### PRODUCT SECTORS

- PERFUMERY COSMETICS & TOILETRIES
- PROFESSIONAL BEAUTY SALON & SPA
- HAIR & NAILS
- HERBAL PRODUCTS
- NATURAL & ORGANIC
- NUTRACEUTICALS & DIETARY SUPPLEMENTS





## SUPPLY CHAIN

## SUPPLY CHAIN

Supply chain will focus on Manufacturing Technologies, Machinery, Packaging & OEM/ODM service for cosmetics, personal care products and will host companies representing **the entire cosmetics supply chain**. Exhibit at “Supply Chain” to be part of a comprehensive solution for the cosmetics industry by setting up global strategic alliances in Thailand and other ASEAN markets.

Among the ASEAN countries, Thailand is the No. 1 OEM manufacturer for international cosmetics brands. According to the Thai Cosmetic Cluster, there are over 762 cosmetics manufacturing plants in Thailand producing premium quality products.

## PRODUCT SECTORS

- CONTRACT MANUFACTURING/OEM/ODM/PRIVATE LABEL
- MACHINERY & EQUIPMENT
- PRIMARY AND SECONDARY PACKAGING
- INGREDIENTS & LABORATORY





## BENEFIT FROM EXPOSURE ALL YEAR LONG!

We connect suppliers and buyers virtually and physically from every vertical industry all year long. We never stop scouting for new buyers, innovative brands and suppliers from all over the world.

Exhibitors can enjoy more advertising opportunities and tailor-made sponsorship ideas.

Let us help you **capture buyers and media's attention!**





## CONNECT WITH INTERNATIONAL DISTRIBUTORS AND RETAILERS

The **Buyer Program** is a project addressed to both international beauty professionals and buyers from Thailand that encourages the **connection between supply and demand of the cosmetic industry**. The program combines trade show and tailor-made B2B meetings for those companies who wish to expand their business worldwide.

**Match&Meet** is the buyer-seller online matching system that helps exhibitors to **pre-arrange B2B meetings with buyers** for face to face or virtual meetings during show days.

  
**BUYER  
PROGRAM**

**Match  
&Meet**  
By Cosmoprof CBE ASEAN





## PRESENT YOUR INNOVATIONS

**CosmoTrends** is a **free opportunity** opened to all exhibitors who present **innovative products**.

All submissions will be selected by an international trend agency and featured in the CosmoTrends report to be widely distributed to journalists, buyers and everyone interested in discovering the trends.

**CosmoOnstage**, the main stage of Cosmoprof CBE ASEAN, will host **live shows, demo sessions and competitions**.

Industry leaders will demonstrate their latest products and equipment, newest formulas, techniques and trends.



**COSMO  
TRENDS**

**COSMO  
ONSTAGE**



## LEARN FROM THE EXPERTS

**CosmoTalks** will bring together **industry leaders** to participate in seminars to share their knowledge and insights. The agenda will be rich of practical, business-oriented seminars, trends forecast and market analysis.

Have a front-row seat for **groundbreaking announcements and insights from the world's beauty leaders!**

[Learn more](#)

**COSMO  
TALKS**





## WE ARE COSMOPROF



**COSMOPROF**  
WORLDWIDE BOLOGNA

**NEW DATES**

**28 APRIL - 1 MAY 2022**

COSMOPACK  
COSMO PERFUMERY & COSMETICS

**29 APRIL - 2 MAY 2022**

COSMO HAIR & NAIL & BEAUTY SALON

**BOLOGNA, ITALY**  
FAIR DISTRICT

cosmoprof.com

AN EVENT BY



**COSMOPROF**  
INDIA MUMBAI

**NEW VENUE**

**MUMBAI**  
JIO WORLD CONVENTION CENTRE

**6 - 8 OCTOBER 2022**

cosmoprofindia.com

ORGANISED BY



informamarkets



**COSMOPROF**  
NORTH AMERICA LAS VEGAS

**NEW VENUE**

**LAS VEGAS**  
LAS VEGAS CONVENTION CENTER (LVCC)

**JULY 12 - 14, 2022**

COSMOPROF NORTH AMERICA  
COSMOPACK NORTH AMERICA

cosmoprofnorthamerica.com

ORGANIZER - NORTH AMERICAN  
BEAUTY EVENTS LLC



**COSMOPROF**  
ASIA HONG KONG  
亞太區美容展

**HONG KONG**  
HONG KONG CONVENTION & EXHIBITION CENTRE

**16 - 18 NOVEMBER 2022**

COSMOPROF ASIA  
COSMOPACK ASIA

**2 FAIRS, 1 VENUE**

cosmoprof-asia.com

ORGANISER - COSMOPROF ASIA LTD



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ASEAN BANGKOK

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**15 - 17 SEPTEMBER 2022**

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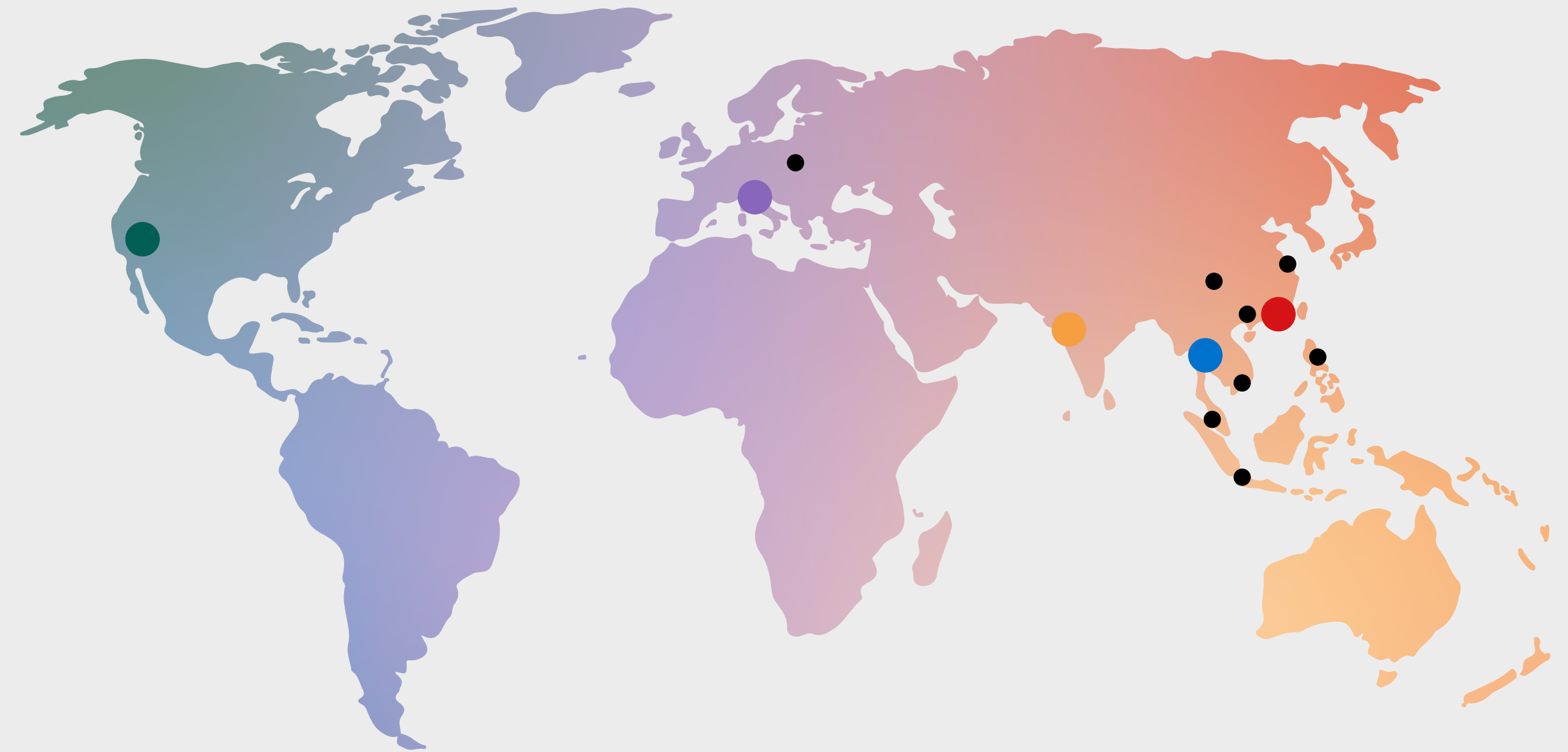
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## JOIN US ALL OVER THE WORLD

 Philippines International Beauty Show	 Vietnam's Premier International Beauty Show	 Malaysia International Beauty Show	 Indonesia
<b>MANILA</b>	<b>HO CHI MINH CITY</b>	<b>KUALA LUMPUR</b>	<b>JAKARTA</b>
philbeautyshow.com	vietbeautyshow.com	beautyexpo.com.my	cosmobeauteasia.com
<b>ORGANISER</b>	<b>INTERNATIONAL AGENT</b>	<b>POWERED BY</b>	
			
 COSMOPROF	 SHENZHEN   华南国际美容博览会	 CHINA BEAUTY EXPO 中国美容博览会	 成都美博会 CHENGDU BEAUTY EXPO
<b>MUMBAI</b>	<b>SHENZHEN</b>	<b>SHANGHAI</b>	<b>CHENGDU</b>
pci-labexpo.com	southchinabeautyexpo.com	chinabeautyexpo.com	meibohui.com
<b>ORGANISED BY</b>	<b>ORGANISER</b>	<b>ORGANISED BY</b>	<b>ORGANISER</b>
   	      Baiwen	   	
<b>CO-LOCATED WITH</b>	<b>POWERED BY</b>		
	   		



## FOLLOW US AND BOOST YOUR BUSINESS!

For more info  
[cosmoprofcbeasean.com/network](http://cosmoprofcbeasean.com/network)

[cosmoprofcbeasean.com](http://cosmoprofcbeasean.com)



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**MARKETING AND PROMOTION**

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