

COSMOPROF

ASIA HONG KONG
亞太區美容展



POST SHOW REPORT 2019

2019
COSMOPROF ASIA
HONG KONG

12 – 14 NOVEMBER
ASIAWORLD-EXPO
COSMOPACK ASIA

13 – 15 NOVEMBER
HONG KONG CONVENTION & EXHIBITION CENTRE
COSMOPROF ASIA

A new world
for beauty
Bologna, Hong Kong,
Las Vegas, Mumbai,
Bangkok
cosmoprof-asia.com

Organiser -
Cosmoprof Asia Ltd

Informa markets

Cosmoprof Asia is today the leading international trade show in Asia for the entire beauty industry

Organiser -
Cosmoprof Asia Ltd



informa markets



Quick Facts



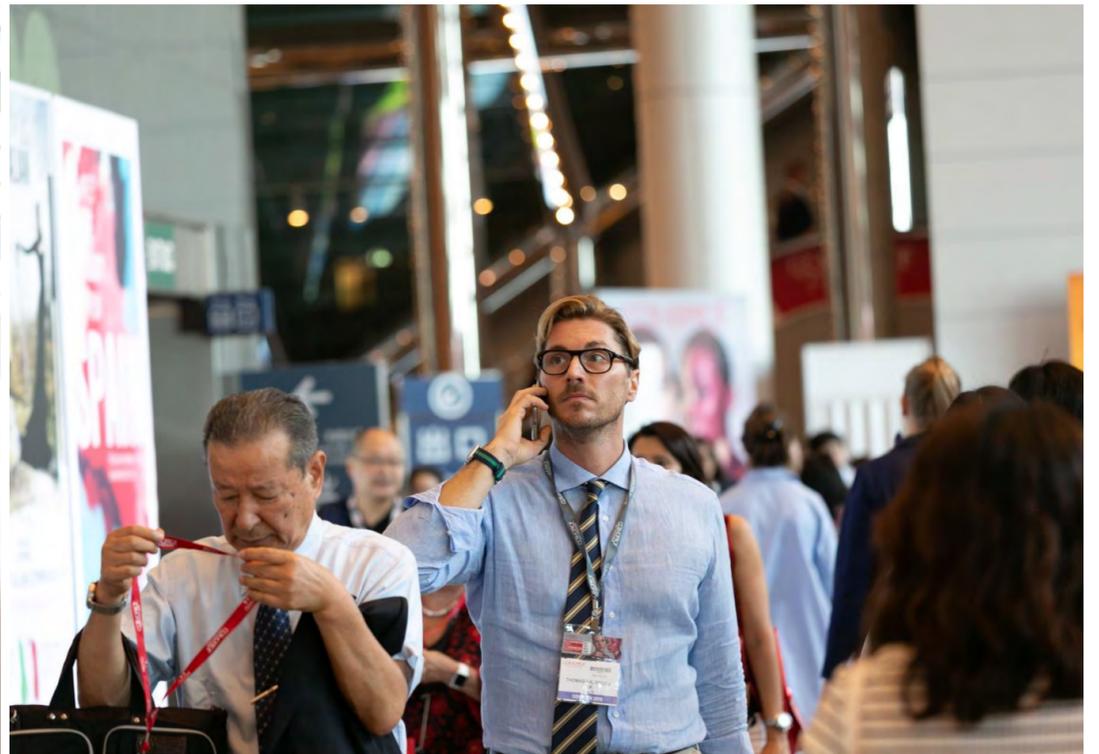
Cosmopack Asia is the showcase of the entire cosmetic supply chain.



Cosmoprof Asia is the showcase of branded finished cosmetics from all beauty segments.

	Cosmopack Asia	Cosmoprof Asia	Total
Date	12-14 November, 2019	13-15 November, 2019	24th Edition
Venue	AsiaWorld-Expo (AWE)	Hong Kong Convention & Exhibition Centre (HKCEC)	
Exhibit Zone/ Areas	Cosmetics Supply Chain: <ul style="list-style-type: none"> ▪ Prestige Pack & OEM ▪ Ingredients & Lab ▪ OEM & ODM ▪ Packaging Materials ▪ Print & Label ▪ Machinery & Equipment 	Branded Finished Cosmetics: <ul style="list-style-type: none"> ▪ Cosmetics & Toiletries ▪ Beauty Salon & Spa ▪ Hair Salon ▪ Nail & Accessories ▪ Natural & Organic 	All sectors of the beauty industry are represented
Exhibition Area (gross)	45,900 sqm	73,000 sqm	118,900 sqm (+5% over 2018)
Number of Exhibitors	934 exhibitors from 23 countries and regions	2,021 exhibitors from 46 countries and regions	2,955 from 48 countries and regions
Country, Region & Group Pavilions	Australia, Belgium, Bulgaria, California, China, France, Germany, Greece, Hong Kong (China), Israel, Italy, Japan, Korea, New Zealand, Poland, Singapore, Spain, Switzerland, Taiwan region, Thailand, Turkey, UK, USA and, for the first time, Russia.		24
Country of Honour	With the support of Korean Trade-Investment Promotion Agency (KOTRA), a total of 595 Korean companies exhibited to showcase the best of Korean innovation, research and creativity – all of which are the secret of the success of K-Beauty.		
Total Visitors	40,046 from 129 countries and regions Out of which: Local visitor 12,739 / Overseas 27,307		
Press	200 local and international press representatives		

Visitors Analysis



AWE: AsiaWorld-Expo - Cosmopack Asia
HKCEC: Hong Kong Convention & Exhibition Centre

Visitors Analysis



Top 10 Visiting Countries / Regions:

Hong Kong (China)
China
South Korea
USA
Taiwan Region
Philippines
Japan
Russia
Australia
India

Visitors By Region:

Hong Kong (China)	32%
China	17%
Other Asian Countries & Regions	24%
Europe	15%
The Americas	6%
Australia & Oceania	3%
Middle East & Africa	3%

By Business Nature

	AWE	HKCEC	Both Venues
Sole Agent / Distributor / Wholesaler	28.2%	33.8%	29.7%
Beauty Salon / Spa & Wellness Centre / Other Beauty Services	12.1%	20%	13%
Manufacturers – Finished Products	25%	16.9%	24.9%
Retail Outlets	13.5%	14.8%	13.7%
Manufacturers - OEM/ODM, Packaging	16.3%	8.4%	13.9%
Hair Salons	2.1%	3.2%	2.3%
Others	2.8%	2.9%	2.4%

By Job Function:

	AWE	HKCEC
Owner/ Director/ General Manager	32%	29.7%
Buyer	27.5%	25.7%
Manager	22.9%	18.9%
Beautician	2.1%	9%
Employee	6.4%	6.7%
Formulation Developer/Expert	2.2%	1.3%
Nail Technician	0.4%	1.2%
Medical Doctor	0.6%	1%
Hairdresser	0.3%	0.9%
Chemist / Herbalist	0.6%	0.6%
Others	5.1%	5.0%

Visitors Analysis



Visitors' Interest in Main Product Categories	AWE	CEC
Perfumery & Cosmetics	30%	34%
Packaging and machinery	18%	10%
Health products	7%	11%
Raw materials	7%	4%
Gifts and promotional items	6%	5%
OEM/ODM	20%	19%
Beauty salon and spa products, tools and equipment	4%	7%
Hair products, equipment and salon furnishings	4%	6%
Nail Products	3%	3%
Sanitary Products and others	1%	1%

Main Objectives of Visiting:	AWE	CEC
Seeking for new suppliers and products	36.0%	38.8%
Meet and network with current suppliers/clients	21.5%	19.5%
Collect market and trends information	25.3%	27.5%
Look for OEM/ODM suppliers	17.2%	14.2%

2019 Visitor Survey Results:

- **92%** of visitors are likely to attend Cosmoprof Asia again in future
- **97%** of visitors are likely to recommend Cosmoprof Asia to a friend or colleague
- **77%** of visitors regard Cosmoprof Asia as the most important trade event for their company
- **78%** of visitors have influential power in purchasing of his/her company

Who Visited?

A small sample of visitors who attended **Cosmopack Asia**, the showcase of the entire cosmetic supply chain



Company Name	Job Function
& Other Stories	Sourcing Manager
Amore Pacific	Open Development
Avon	Regional Sourcing - Contract Manufacturing
Bottega Verde Srl	Development And Purchase Packaging Manager
Burt'S Bees	Director Of R&D
Chanel	Purchasing Director
Charlotte Tilbury	Design Director
Christian Dior	Eingenieur Innovation Packaging
CPL Aromas	Perfumer
Estee Lauder	Executive Director, Package Development
Firmenich	Director
GEKA GmbH	Sourcing Engineer
H&M Group	Sourcing Manager
Intraceuticals (HK) Ltd	Engineering and Sourcing Manager
Kiko	Sourcing Manager
La Bottega Dell'Albergo S P A	R&D Chemical Department
La Prairie	Packaging Manager in Asia
L'Oreal	Open Development Manager, Korea Innovation Center
LVMH	Open Innovation Manager
Mary Kay	Sourcing Manager
P&G	R&D Senior Manager
Primark	Sourcing Manager China
Shiseido	Formulator
Symrise	Head of Creation Fine Fragrance APAC
Unilever	Global VP New Opportunities Skin Cleansing
Victoria's Secret	Senior Manufacturing Engineer
Walgreens Boots Alliance	Senior Quality Technologist

Who Visited?

A small sample of visitors who attended **Cosmoprof Asia**, the showcase of finished cosmetics from all beauty segments



Company Name	Job Function
Alibaba Group	Senior Business Development Manager
Amazon	Business Development Manager - International Sourcing
Amore Pacific	Group Product Manager
As Watson Retail Group	Private & Executives Brand Controller
Cosme De Net	Senior Product Specialist
CPL Aromas	Country Manager
Estee Lauder	Vice President
Groupe Rocher	Cosmetic Accessories Buyer
Harvey Nichols	Director of Beauty
Istyle	Merchandising Manager
La Source	Commercial Director
Li & Fung	Divisional Merchandise Manager
L'Oreal	Global Category Management Director
Mandarin Oriental The Hotel Group	Procurement Officer
Mcperson's Consumer Products Ltd	Product Development Manager Masks and Supplements
MECCA Brands	General Manager
P&G	Senior Scientist
Rosewood Hotel Group	Procurement Manager
Sasa	Vice Chairman
Shiseido	Regional Business Development Manager
Target	Product Manager
Tarte	Product Development Coordinator
The Heat Group	Npd And Sourcing Manager
Tmall Global	Senior Business Development Manager
Total Beauty Network	New Product Development Manager
Walgreens Boots Alliance	Head of Scouting and Partnerships
Watsons	Digital Trading Manager
Woolworths	Senior Merchandiser
The TJX Companies Inc	Director of Sourcing
MakeUp Forever	Assistant Regional Product Manager

Hear what visitors say



“ We are part of the R&D group so we are here to see and understand more about the packaging, ingredients and manufacturing unit. It’s very interesting to see a lot of famous and good luxury packaging exhibitors from Korea and managed to acquire some prospective supplier for what we are looking for.”

**Clarabelle Ang, Laboratory Technician
Vallaurix Pte Ltd
Singapore**

“ Despite the tension in Hong Kong, we found the exhibition perfectly organised and we were glad that we made the right decision to take part. As distributors, we found a variety of regional and global brands, offering unique and innovative products. Looking forward to attend Cosmoprof Asia 2020!”

**Dana Zilberstine and Ofri Shaysh, Owners
DNO Group
Israel**

Exhibitors Analysis



AWE: AsiaWorld-Expo - Cosmopack Asia
HKCEC: Hong Kong Convention & Exhibition Centre

Exhibitors Analysis



Exhibitors by Continents:

Asia	77.5%
Europe	17.6%
The Americas	2.4%
Australia & Oceania	1.5%
Middle East & Africa	1%

Top 10 Countries/Regions by Exhibitors:

China	985
Korea	595
Hong Kong (China)	324
Taiwan Region	183
Japan	108
Italy	108
France	105
USA	65
Poland	59
Spain	59
Germany	57
Thailand	46

International Exhibitors from 48 countries & regions:

Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Cyprus, Denmark, Estonia (Rep of), France, Germany, Greece, Hong Kong (China), Hungary, India, Indonesia, Israel, Italy, Japan, Korea, Macau, Malaysia, Malta, Monaco, Morocco, New Zealand, Pakistan, Poland, Portugal, Republic of Ireland, Romania, Russia, San Marino, Singapore, Slovenia (Rep of), Spain, Sweden, Switzerland, Taiwan region, Thailand, The Netherlands, Turkey, Ukraine, United Kingdom, United Arab Emirates, USA, Vietnam.

Exhibitors by Product Sectors:

AWE		HKCEC	
934 exhibitors representing:		2,021 exhibitors representing:	
Packaging Materials	450	Cosmetics & Toiletries	891
Prestige Pack & OEM	165	Beauty Salon	577
OEM/ODM	205	Hair Products	285
Machinery & Equipment	46	Nail & Accessories	142
Print & Label	45	Natural & Organic	105
Ingredients & Lab	21	Press & Other Services	21
Press & Other Services	2		

2019 Exhibitor Survey Results:

- **83%** of exhibitors are likely to attend Cosmoprof Asia in future
- **91%** of exhibitors are likely to recommend Cosmoprof Asia to a friend or colleague
- **74.6%** of exhibitors regard Cosmoprof Asia as the most important trade event of their company

Hear what exhibitors say



“Business is not done between business but people, it is still important to meet, discuss and look at the products in person as it is far more effective than sending 100 emails. Thank you to Cosmoprof Asia for organising this event giving us the opportunity to exhibit here to meet all of our existing and new visitors.”

**Erwin Schuster, Head Market Segment New Markets and APAC
GEKA GmbH
Germany**

“We always believe the influential power of Cosmoprof Asia. Given such challenging situation in Hong Kong this year, we felt that the overall feedback of the Fair is good.

With the great support from the Organisers, our teammates travelled to Hong Kong from Guangzhou with free shuttle, our clients enjoyed free hotel offers, and at the same time, our company gets well prepared to host our guests before, during and after the Fair. It's no exaggeration to say all clients attending the Fair this year are beauty warriors and are real buyers. We gained pretty good results this year and thanks for the support from the Organisers once again!”

**Sue, General Manager, Sun Sara Cosmetics Co., Ltd
Mainland China**

Marketing & Promotion

We invested in an **extensive marketing campaign** to ensure everyone involved in all segments of the beauty supply chain are informed about the show, through a combination of targeted emails, advertising (online and print), social media, mailing, promotion and editorials.



Advertising (print and online)



Here is a breakdown of major outlets we have promoted the show:

- ANTI-AGE
- Beauty & Fashion World
- BW Confidential
- Beauty Trend
- CosmeticDesign.com
- COSSMA
- esprit Magazine
- Export Magazine Beauty Distributor
- H4ufme
- INSTYLE
- Kosmetik International
- Nation Beauty Magazine
- Natural Beauty Buyers Guide
- Plastic Industry Net
- Sisters Beauty-Pro
- SPC
- www.beautynury.com
- www.cbo.cn
- www.cosmotechcn.com
- www.ip1689.com
- www.packltd.cn
- Asian Beauty Biz
- Beauty & Hair
- Beauty Packaging
- c2cc Media
- Cosmopolitan
- Emballage Digest
- Fengdi
- Hair Fashion
- Hong Kong Beauty Magazine
- Innolab
- LNE Japan
- Nail Vision
- OnlineBeautyWorld.com
- Professional Beauty
- Pro Beauty Loft
- Salon News Asia
- Sisters Malaysia
- The Cosmetic 's Weekly News
- www.chinasszx.com
- www.hair8.net
- www.pinguan.com
- www.packaging-connections.com
- Beauty Aesthetics International
- Beauty Biz
- Cosmetique Magazine
- esprit Magazine
- Estetica
- Global Retail Magazine
- Hair Mode
- Happi China
- Ingredients South Asia
- Kokusai Shogyo
- Luxury Beauty
- NAILHOLIC
- PremiumBeautyNews.com
- Magazine
- Pure Beauty
- SpaChina
- WWD
- www.138job.com
- www.cosinkorea.com
- www.cpmmin.com
- www.industrysourcing.com
- www.keywa.com
- www.zghzp.com

Video Marketing

1-minute short clips to deliver important show messages and highlights special events to add interest of potential attendees.



We have produced **high quality video contents** to promote Cosmoprof Asia 2019 and market them through our homepage, email campaigns, social posts and youtube channel!

#GetReady videos interviewing key industry leaders and experts. A powerful way to show off expertise and engage audience!

[WATCH](#) Cosmoprof Asia channels at YouTube!



Show videos shared the most exciting moments and highlights from the show floor. The best record of the show!



Online & Social Media

We helped our exhibitors to reach more than **540K** professionals through online and social media content:

LinkedIn:

We have 1,386 followers (+77% from 2018) and received 63K impressions

Facebook:

We have 19,405 followers (+7% from 2018) and 145M post reach

Youtube:

Our videos generated 65,029 views and subscribers increased to 348

Blog:

11,020 total page views from Jan to Dec 2019

Mobile App: 3.16K active user (+17%) with 101K all engagement



Wechat:

19,555 followers (+36.5% increase)

Instagram:

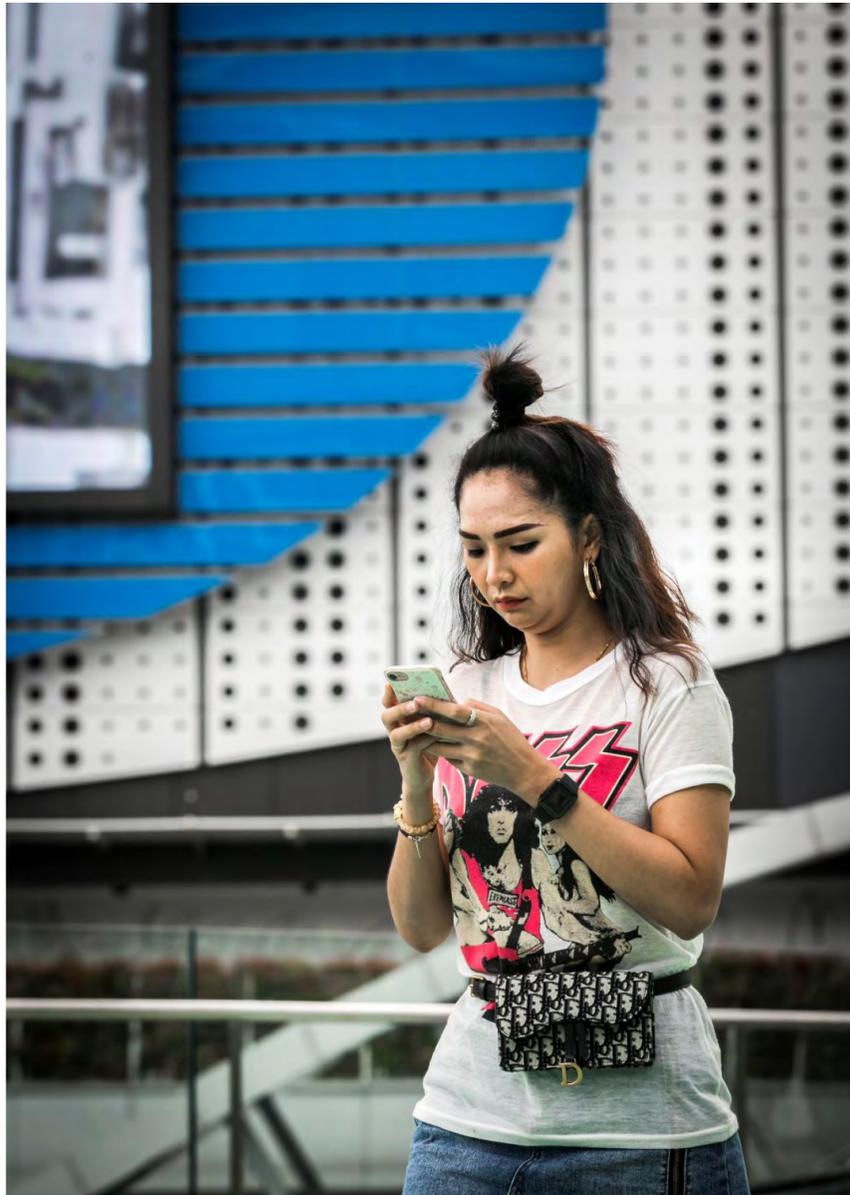
4,968 followers (+39% increase) and 60K post reach

Twitter:

1105 followers and generated 123.7K impressions

Website:

www.cosmoprof-asia.com got 2.1M total page views and 415K visits.



Buyer Programme



COSMOPROF ASIA BUYER PROGRAMME (14th edition)

A key component of the trade programme designed to give exhibitors and high-profile visitors the opportunity to meet and develop concrete business opportunities.

In 2019:

- around **869 one-to-one meetings** took place during the fair
- between **574 exhibitors** and **264 buyers**
- from **38 countries & regions** spanning across Asia, Americas, Europe, Oceania and Africa.

MATCH & MEET PROGRAMME (online matching system)

An online buyer-seller matching system “Match & Meet” was launched in 2015. Exhibitors may seek appointment with over 8,000 pre-registered buyers from 123 countries and regions, and vice-versa.

In 2019:

- **4,406 companies** used the service (2,876 buyers and 1,530 exhibitors)
- **82%** of completed meetings are rated as 4 or 5 stars
- **23,351 visits** (**256.6 visits per day**) and **143,263 profile views** (**1574.3 views per day**) were generated

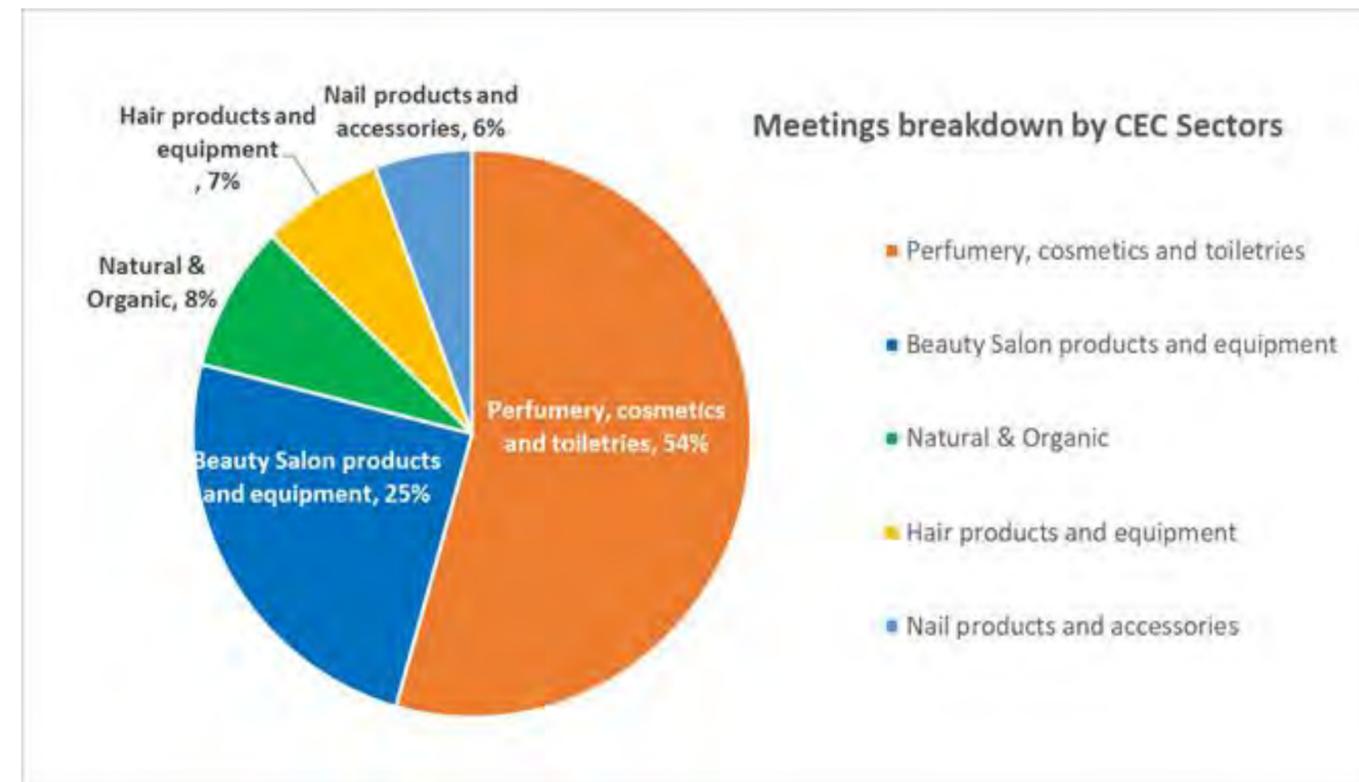
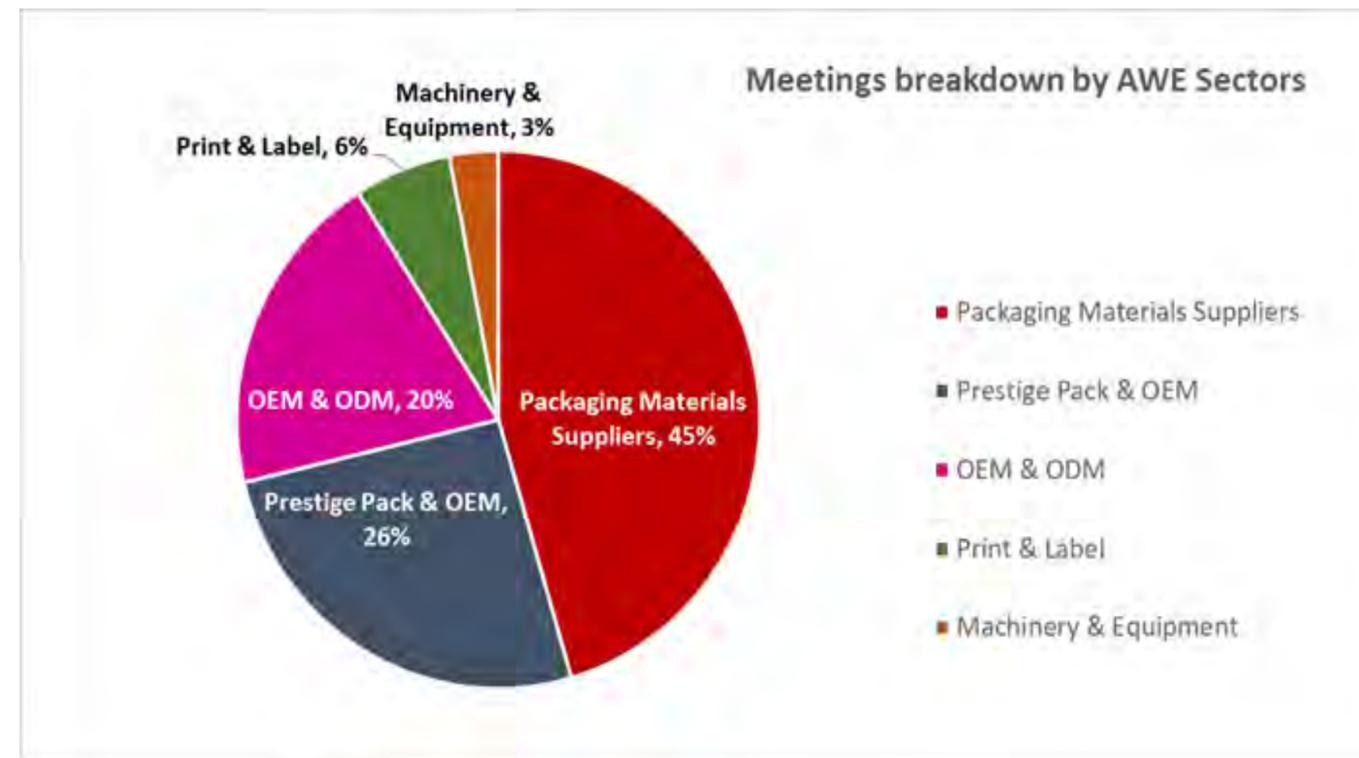


Buyer Programme



2019 Buyer Programme Buyer's Breakdown

Australia	Netherlands
Cambodia	Nigeria
Canada	Philippines
China	Poland
Colombia	Romania
Ecuador	Russia
Germany	Serbia
Hong Kong	Singapore
India	South Africa
Indonesia	South Korea
Israel	Taiwan
Japan	Thailand
Kenya	Turkey
Malaysia	UAE
Mexico	UK
Moldova	Ukraine
Mongolia	Uruguay
Montenegro	USA
Myanmar	Vietnam



Signature Events



COSMO TALKS
FACTORY
COSMOPACK ASIA
Awards
COSMOPROF ASIA HONG KONG
presents
ON HAIR

COSMO TRENDS
ONSTAGE
COSMOPROF ASIA
Awards
COSMOLAB
#BEAUTYHUNT



CosmoTalks



COSMO TALKS

CosmoTalks



CosmoTalks is a series of presentation and roundtable discussion participated by international leaders, market experts and key figures in the cosmetic industry focusing on the latest issues in the beauty industry

@AWE – 9 TALKS, 17 SPEAKERS covered:

- Future of Packaging
- Sustainable Technology
- Natural & Organic Ingredients
- International Cosmetic and Formulation Summit
- Cosmetic Regulation Worldwide

@CEC – 20 TALKS, 44 SPEAKERS covered:

- Beauty Retailing in China
- Skincare Trends Across Asia
- New Era of Beauty Technology
- Natural Beauty Market
- E-commerce Beauty Landscape in Asia
- Spa & Wellness
- K-beauty and J-beauty

Get in touch with us if you want to be sponsors, speakers or strategic partners for Cosmotalks 2020.
Email: cosmoprofasia-hk@informa.com

Our Partners:

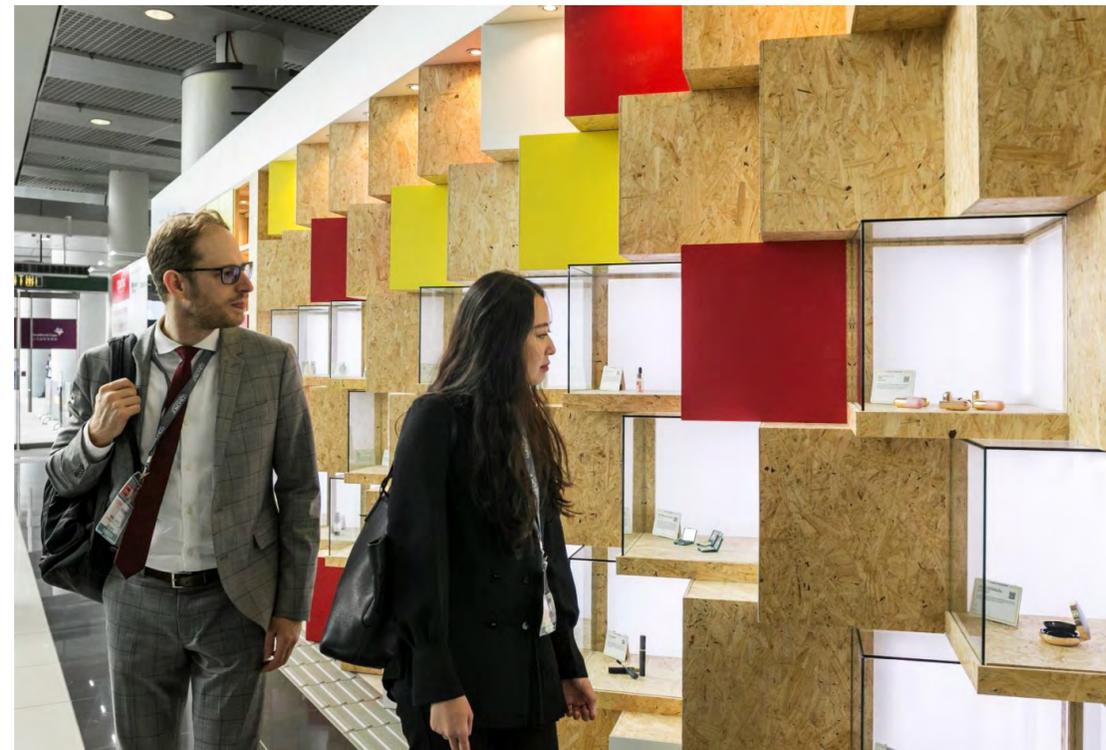
- 28Mall.com
- A+A Design Studio
- Asia Pacific Spa & Wellness Coalition
- BEAUTYSTREAMS
- centdegrés
- China Spa Association
- COSSMA
- Creative Capital
- Ecovia Intelligence
- Euromonitor
- Fashion Institute of Technology (FIT)
- GlobalData
- Hong Kong Society of Cosmetic Chemists (HKSCC)
- istyle Inc
- Japan Cosmetic Industry Association
- Kline
- Korea Cosmetic Association (KCA)
- Korea Trade-Investment Promotion Agency (KOTRA)
- Korean Ministry of Trade, Industry and Energy
- Launchmetrics
- lululab
- Mintel
- Nez
- QTCCC
- Quantis
- SGS
- Tmall Global
- WGSN
- YANG DESIGN

Awards



COSMOPACK ASIA
Awards

COSMOPROF ASIA
Awards



Awards



2 AWARDS, 40 FINALISTS, 12 WINNERS

We invited all exhibitors to submit their innovation and exciting products to the Awards to enjoy promising PR and business exposure before, during and after the show.

First launched in 2016, **Cosmopack Asia Awards** celebrates innovation, technology and design for the supply chain; **Cosmoprof Asia Awards** recognises the most exciting brands and products.

On 13 November 2019, around **300 guests** of CEOs and management of beauty companies, executives from trade associations, VIP buyers, media and influencers attended the awards ceremony to celebrate **12 winning companies**, which were chosen from among **614 entries (a 16% increase from 2018)** by 2 judging panel made up of **22 beauty industry experts**.

All finalist products enjoyed visibility at the dedicated display area at the heart of the show floor!

Discover more: <https://www.cosmoprofawards-asia.com/en>

Want to be our sponsors, judges or media partners for 2020?
Email us: cosmoprofawards@cosmoprof-asia.com

Our Partners:

Strategic partner:
BEAUTYSTREAMS

Trophies and concept area designed by:
centdegrés

Sponsor:
Hong Kong International Airport

Cosmopack Asia
Awards Media Partners:
Beauty Packaging
BW Confidential
Cosmetics Design
COSSMA
Premium Beauty News

Cosmoprof Asia Awards
Media Partners:
BW Confidential
Cosmopolitan
C2CC
Estetica
Professional Beauty

Awards 2019 Winners



2019 COSMOPACK ASIA AWARDS WINNERS:

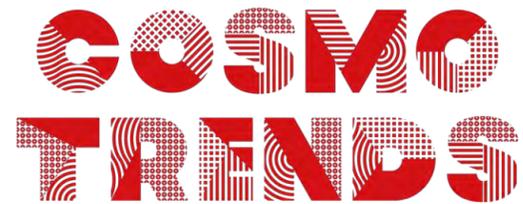
- **SKINCARE FORMULA** – SinoMach Technologies Limited, Hong Kong: *Precision Skin Care Non-Uniform Partition Face Mask*
- **SUSTAINABLE** – COREANA BIO CO., LT., Korea: *Invisible Airy Patch*
- **SKINCARE PACKAGING** – Virospack S.L.U., Spain: *Secure Dropper*
- **MAKE-UP FORMULA** – Global Cosmetics (HK) Company Ltd, Hong Kong: *Emulsion Colour Changing Lipstick*
- **MAKE-UP PACKAGING** – Picca International Co., Ltd, Taiwan: *Aluminium Magnetic Bullet Lipstick*
- **[NEW] COSMOPACK ASIA VISITORS' CHOICE:** Bottlemate (Taiwan) Inc., Taiwan: *PLA Jar with Coffee Grounds*



2019 COSMOPROF ASIA AWARDS WINNERS:

- **SKINCARE PRODUCT – PROFESSIONAL AND RETAIL** – Tenart Biotech Ltd, Taiwan: *Maskingdom*
- **MAKE-UP PRODUCT** – DEAR DAHLIA, Korea: *Paradise Dream Velvet Lip Mousse*
- **HAIR PRODUCT** – Kemon S.p.A, Italy: *Actyva Specifici Cute Gel Base*
- **HAND AND NAIL PRODUCT** – Novellia Beauty AG – LOVASKIN, Switzerland: *Instant Foot Peeling*
- **NATURAL & ORGANIC** – Teana Laboratories, Russia: *100% Nature Powder Serum SMOOTH & COMFY*
- **[NEW] COSMOPROF ASIA VISITORS' CHOICE:** N&B S.r.l., Italy: *Protect & Repair B PERFECT Triple Action*

CosmoTrends



CosmoTrends



COSMOTRENDS REVEALS 10 MAJOR BEAUTY TRENDS IN 2019

We invited all exhibitors to submit their innovation and exciting products to the Cosmotrends project to enjoy promising PR and business exposure before, during and after the show.

Curated by beauty trends forecasting agency BEAUTYSTREMS, this annual online trend report highlights the most striking trends among notable brands and products submissions received from exhibitors of Cosmoprof and Cosmopack Asia.

Covering the latest innovations as well as high-tech, high-performance solutions and products in the Asian market, it is truly a must-read for everyone in the beauty industry in order to stay abreast of the latest beauty trends.

Download Full Report:

<https://www.cosmoprof-asia.com/en-us/SPECIAL-EVENTS/Cosmotrends>

Curated by:
BEAUTYSTREMS

Factory



FACTORY

Factory MEXME



MEXME FACTORY @AWE

Founded in 2016, the Factory is a real installation showing the development and production of a **new exclusive product** in collaboration with international suppliers.

In 2019, the MEXME Factory showcased the development and production of a revolutionary **all-in-one cosmetic tool**, designed by international design agency centdegrés, in collaboration with leading companies exhibiting at Cosmopack Asia.

All steps of the manufacturing process are showcased live, from making to packing, to create the MEXME product.

Attendees can customise each product to their needs, combining different make-up tools both for the eyes and the lips.

Our Partners:

Strategic partner:
centdegrés

Formulas:
Red of View

Primary Packaging:
Baralan

Robotics:
Wish-Tech

Costum Packaging:
Cho Chuang

Secondary Packaging:
Yecai Paper Products

CosmoLab



COSMOLAB

CosmoLab



COSMOLAB @AWE

CosmoLab is a real laboratory located at Cosmopack Asia, showing how a cosmetic product is made from its raw ingredients.

In 2019, CosmoLab was dedicated to aromatherapy and fragrances.

Visitors were invited to discover how different scents can influence our emotions.

The sensorial journey ends with the production of a customized fragrance as free gift.

Our Partners:

Strategic partner:
Opal Cosmetics

Fragrance:
IFF

Primary Packaging:
Premi

OnHair



OnHair



ON HAIR @CEC

The two-day event dedicated to the show's increasingly popular hair industry.

This year's event was kicked off by the largest professional hairstylists' organization in the world, OMC Hong Kong, bringing along with a series of fascinating hair show and workshop.

Our Partners:

**Hongkong Image Designer
Association (OMC HK)**

BaByliss Pro

**Asia Hair Masters
Association (AHMA)**



OnStage



ONSTAGE

OnStage



ONSTAGE @CEC

All beauty trends come to live!

9 live performances of hair cutting and styling, make-up techniques, beauty treatment and innovative product launch as well as the one-day **Hong Kong Professional Nailist Union Competition 2019**.



Presented by:

Hong Kong Professional Nailist Union (HKPNU)

Korea Trade-Investment Promotion Agency (KOTRA)

Lakshmi s.r.l.

Physio Natura

Staleks Ltd

#BeautyHunt #BeautyTalk



#BeautyHunt



Karen Yiu
 @Karenpaint
 @Hongkongmakeupartist
 www.hkmakeupartist.com



Jamie Lee
 @JamieLeeHair
 @JamieLeeHair
 www.JamieLee-Hair.com



Rick Chin
 @chinrick
 @rickchinpage



Rikko Lee
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Destinee Handy
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Molita Lin
 @molita_lin
 @Molita Lin
 @Molita Lin



Jeniffer Harn
 @meejmuse
 @meejmuse

#BeautyHunt is a popular project featuring top beauty influencers (KOLs) to share their hot picks and beauty tips with social media followers.

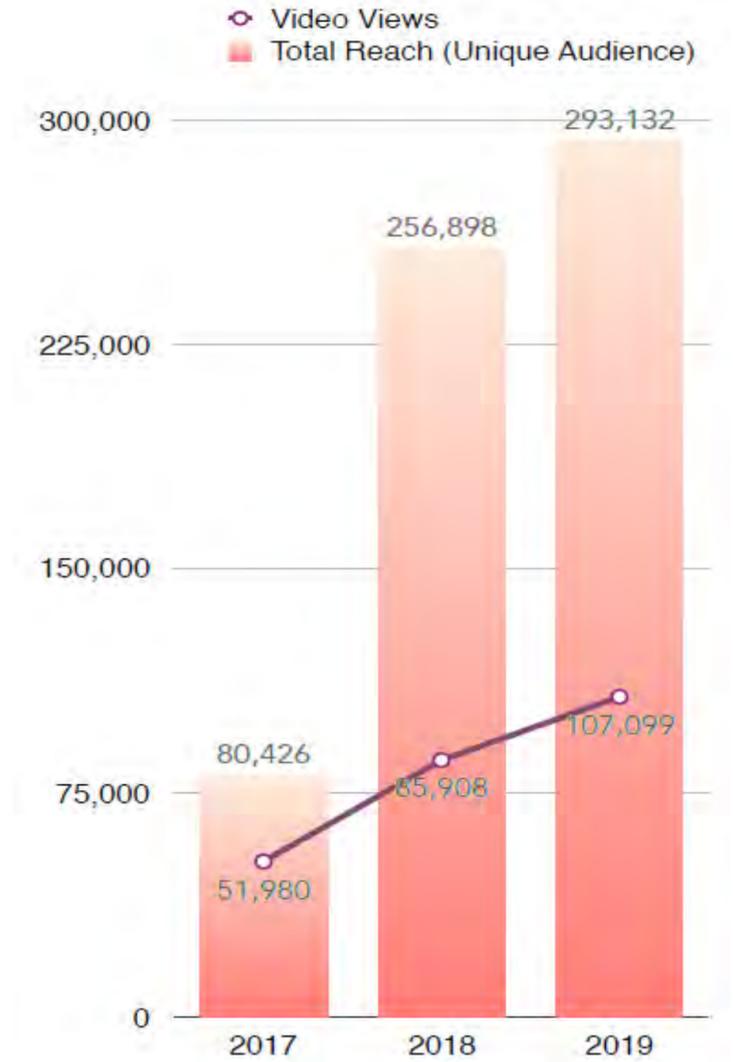
In 2019, **5 famous beauty influencers** were appointed as #Beautyhunt ambassadors. Before the show, they started to promote their presence and “mission” at Cosmoprof Asia to engage their fans to this big event. During the show, they started their “hunting” journey and share their findings – show specials and exciting products from exhibitors – live from the show floor at Facebook and IG platforms.

[Find their best picks!](#)

Another **4 international beauty influencers** were appointed as #BeautyHunt ambassador to cover their best picks as social posts, stories and vlog at their social platforms.

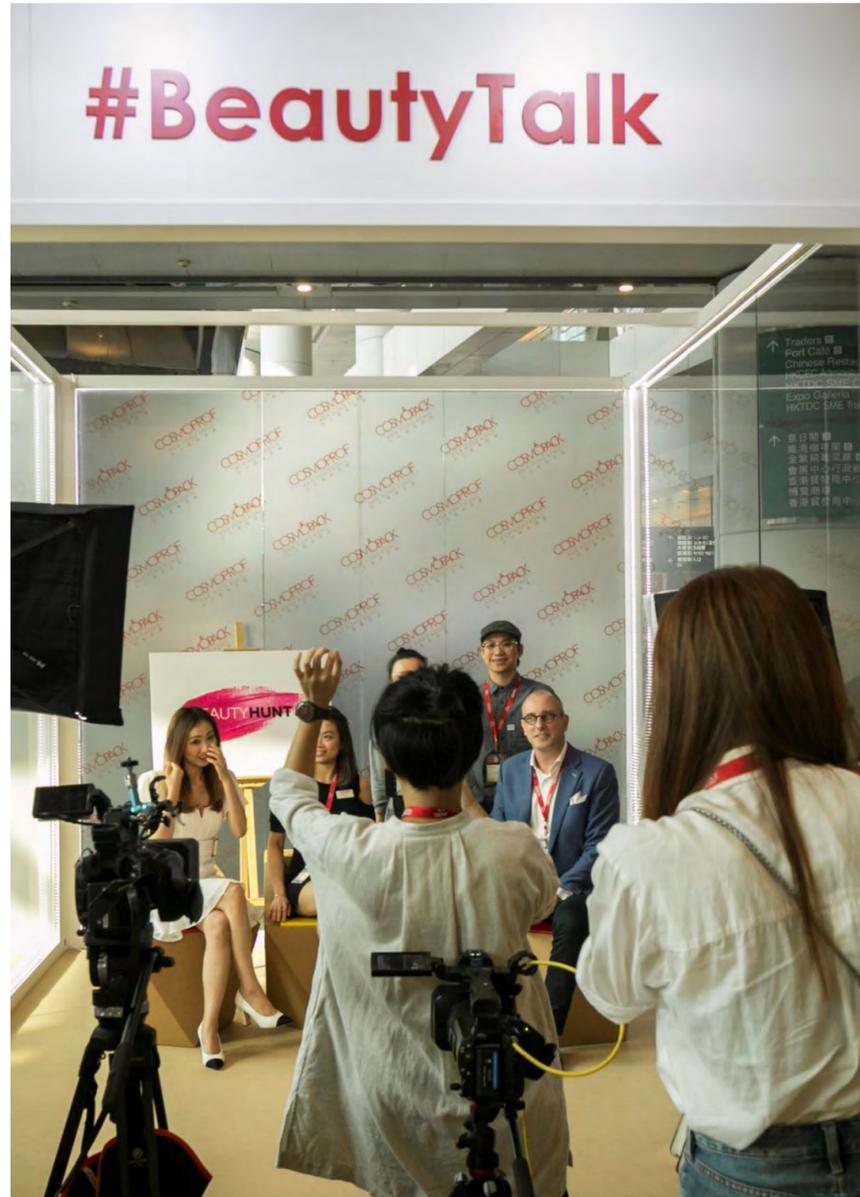
[Find their best picks!](#)

Get in touch with us if you want to be sponsors for #BeautyHunt or #BeautyTalks 2020.
 Email: cosmoprofasia-hk@informa.com



	2019
Total Feeds @ FB:	21
Total Videos:	21
Beauty Hunt + Beauty Talk + Shop with Expert	
Total Video Views:	107,099
Total Reach:	293,132
Average Engagement Rate:	2.58%

#BeautyTalk



#BEAUTYTALK @CEC

#BeautyTalk offered more “insider content” to the campaign.

Having the well-known makeup artist **Rick Chin** as the interviewer, the conversation with interviewees delivered a more in-depth and industry related topics.

With a total of 11 interview videos on both Facebook and Instagram, the videos generated 27,893 video views, obtained 83,327 reach and average engagement rate is 3%.

[Watch the conversations!](#)



Beauty Talk x Kalam, Océane, Onnbaby



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