

**Press Release
For Immediate Release**



The Global Beauty Community Reunites at Cosmoprof Asia Singapore Special Edition

[Singapore, November 16, 2022] - **Cosmoprof Asia 2022 - The Special Edition** kicks off in Singapore. **From 16 to 18 November at Singapore EXPO** key players and stakeholders are redefining the future of beauty in the Asia-Pacific region.

Covering an **exhibition area of up to 50,000 sqm, 1,202 exhibitors from 46 countries and regions** are showcasing their new proposals to retail outlets, distributors, wholesalers, finished products and packaging manufacturers, hair and beauty salon owners, who are gathering in Singapore from all over the world thanks to the welcoming receptive offer of Singapore towards foreign visitors, and the support provided by the **Singapore Tourism Board**.

The presence of **18 national and group pavilions** from Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Türkiye, UK and Global Shea Alliance (from 5 West African countries: Benin, Burkina Faso, Ghana, Mali, and Togo) gives attendees a global perspective on emerging trends.

MAIN PARTNERS AND INSTITUTIONAL SUPPORT

The support of the industry to **Cosmoprof Asia 2022 - The Special Edition** is the core element of the success of the exhibition.

Supporting organizations include Business France (France), California Trade Alliance (USA), Federation of Malaysian Manufacturers (Malaysia), Global Shea Alliance (West Africa), Guangdong Department of Commerce (China), ICEX Trade and Investment (Spain), IKMIB (Turkey), Italian Trade Agency (Italy), Landesmesse Stuttgart (Germany), Overseas Fair Division (UK), Polcharm (Poland), Specialists in Wellness Association Singapore (Singapore), Switzerland Global Enterprise (Switzerland), Taiwan Cosmetics Industry Association (Taiwan), Taiwan Packaging Association (Taiwan), The Japan External Trade Organization – JETRO (Japan), and the Korea Trade-Investment Promotion Agency – KOTRA (Korea).

“Being the first rendez-vous for operators in Asia-Pacific after almost 3 years, Cosmoprof Asia Special Edition in Singapore is the best occasion for the beauty industry to experience the new business conditions in the region and rethink future strategies”, says **Enrico Zannini, General Manager of BolognaFiere Cosmoprof and Director of Cosmoprof Asia Ltd.** “As organizers of Cosmoprof events all over the world, we are here to support stakeholders in understanding trends and market needs, and in adapting their business to the actual scenario”.

“Cosmoprof and Cosmopack Asia are proud to return to the physical event format, offering world-wide exhibitors and consumers a safe venue in which to meet and greet suppliers, experience products in-person, and learn about the region’s most compelling trends,” said **David Bondi, Senior Vice President – Asia, Informa Markets and Director of Cosmoprof Asia Ltd.**

Hosted Buyer Programme

230 selected buyers from across the world, including Australia, ASEAN countries, India, Korea, Japan, Europe, Middle East, and the US, are part of the **Cosmoprof Asia 2022 Buyer Programme** taking part in scheduled meetings with suppliers and companies with common interests during the 3-day show.

Thanks to digital advancement, exhibitors and pre-registered buyers can make use of the **AI-driven Match&Meet platform** to plan ahead for the 3-day exhibition, by previewing target suppliers’ and buyers’ profiles, and pre-scheduling onsite meetings efficiently, increasing chances for the development of new commercial partnerships.

Together with avant-garde product showcase, top quality networking opportunities and performing business tools, Cosmoprof Asia offers special initiatives and projects enriching the experience of attendees to the event.

CosmoTalks, the educational programme by Cosmoprof and Cosmopack Asia 2022, features key trends, experts and analysts in 14 sessions. Among the partners who are taking part in Cosmotalks 2022 are APSWC (Asia Pacific Spa & Wellness Coalition), Asia Cosme Lab, BEAUTYSTREAMS, Biorius, Business France, CosmeticsDesign Asia, CTFAS

(The Cosmetic, Toiletry and Fragrance Association of Singapore), Ecovia Intelligence, Global Shea Alliance, Mintel, Reach24, Republic Polytechnic, and re-sources.com.

In an exclusive collaboration for Cosmoprof and Cosmopack Asia, the international trend agency BEAUTYSTREAMS presents the **CosmoTrends Report**, showcasing 5 prevalent trends spotted among the exhibitors, and highlighting notable brands and products anticipated to have a strong impact on consumers in the Asia-Pacific market. The report promises to present a unique overview of the latest trends for buyers, press, influencers, and trend scouters.

Cosmo Onstage presents live demos, product presentations, and innovative treatments to beauty and spa professionals, hair stylists and nail artists. The 3-day exciting programs offer inspirational content and new techniques, enriching and educating exhibitors, suppliers and attendees. The spotlight event will be the N.A.I.L.S Beauty Masters Championship ASIA 2022 on 18 November, organised by the Nailist Association for International Licenses (Singapore), where over 150 local and overseas nailists and beauty therapist professionals are competing among different categories of nail art, makeup, SPMU and beauty services skills, judged by an esteemed panel of industry veterans from around the world.

A RENDEZ-VOUS FOR INTERNATIONAL BEAUTY STAKEHOLDERS

For 25 years Cosmoprof Asia has been a reference event for buyers and operators interested in business opportunities in the Asia-Pacific region, and getting back finally to a face-to-face exhibition is a long-awaited occasion for most of the attendees of the 2022 special edition.

Suzie Wokabi, Owner of Suzie Wokabi Ltd., Founder of SuzieBeauty and SB Dada, represents the impact of African countries in the future evolution of the beauty industry. "Taking part in Cosmoprof and Cosmopack Asia is very important for my beauty business", declares Wokabi, who established Kenya's first make-up brand 10 years ago. "What I expect from the show is to learn more about current worldwide beauty trends, Asia being a market that Africa looks to in terms of our forward movement in the industry. As a *beautypreneur*, saving time and working smart is vital. Cosmoprof Asia makes this very possible".

"Cosmoprof Asia is simply a must-go for anyone active in the beauty industry in Asia," says **Bart Verheyen, Commercial Director of MEDiCARE Vietnam**. "Of all beauty fairs worldwide, Cosmoprof Asia is for us the most important. It is the best and most convenient place to find new exciting beauty products for our customers. A world of knowledge, trends, suppliers and products together: that is what makes Cosmoprof Asia so unique!"

Cosmoprof Asia Returns to Hong Kong in 2023

The Organisers confirmed that following 2022's Special Edition in Singapore, Cosmoprof Asia 2023 will return to its home turf of Hong Kong, over the following dates:

Cosmopack Asia: 14-16 November 2023 (AsiaWorld-Expo)

Cosmoprof Asia: 15-17 November 2023 (Hong Kong Convention & Exhibition Centre)

We look forward to seeing you in Hong Kong in 2023!

For more information about the show, visit www.cosmoprof-asia.com

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NOTES TO EDITORS:

Download the high-resolution images at this link:

<https://www.cosmoprof-asia.com/2022-press-kit/>

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ABOUT THE ORGANISERS:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.

ABOUT BOLOGNAFIERE GROUP (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2022 edition, Cosmoprof registered more than 220.000 attendees from 144 countries in the world, and over 2,700 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, Singapore, and Bangkok (with **Cosmoprof Worldwide Bologna**, **Cosmoprof North America**, **Cosmoprof India**, **Cosmoprof Asia**, and **Cosmoprof CBE ASEAN**.) The Cosmoprof platform is reinforcing its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty**.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami** 2023 will serve THE AMERICAS, North, South America and Caribbean Islands Region.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.