



# 第二十一屆 中國美容博覽會

Shanghai's Original, Unparalleled beauty event since 1998

Shanghai New International  
Exhibition Center  
18 – 20 May, 2016



**Your international platform to the Beauty Industry**  
**Be part of the 21st edition of Asia's leading beauty trade show**

- 2,300 global exhibitors, from over 20 countries
- 250,000 senior decision-makers
- 180,000 sqm of beauty and beauty-related products & services

[www.chinabeautyexpo.com](http://www.chinabeautyexpo.com)

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CHINA BEAUTY EXPO  
中国美容博览会



## Asia's most influential beauty trade event offers you limitless business opportunities

Secure your stand early at Asia's leading beauty trade platform and increase your market share by meeting thousands of industry professionals looking to do business with you.

After 20 successful editions, China Beauty Expo has claimed its place as THE key meeting point for the beauty industry in Asia. China Beauty Expo is the perfect platform to meet buyers and distributors from across the world and ensure that you get your share of Asia's beauty market which is forecast to reach USD265 billion in 2017\*.

No other event delivers a focused, global audience of senior decision-makers. In 2015, China Beauty Expo welcomed exhibitors from 26 countries and regions, including Australia, France, Germany, Greece, Hong Kong, India, Israel, Italy, Japan, Malaysia, Morocco, Romania, Singapore, South Korea, Spain, Switzerland, Taiwan, Thailand, UK and USA.

China Beauty Expo is Asia's most recognized beauty trade platform, so book your stand now for 2016.

\* Lucintel, Sep 2012.

### COSMETICS CHINA 1120 EXHIBITORS

#### TOP 10 EXHIBITING COMPANIES

L'Oréal Paris (France), Maybelline (United States), Menard (Japan), Shiseido (Japan), Gap (United States), Nina Ricci (France), Max Factor (United States), Lancôme (France), Mont Blanc (Germany), Versace (Italy), Hugo Boss (Germany)

### COSMETEC H SHANGHAI 750 EXHIBITORS

#### TOP 10 EXHIBITING COMPANIES

Intercos (Italy), Ileos (France), Kolmar (Korea), Cosmax (Korea), Melchers Techexport GmbH (Germany), Coesia China (China), Essel Packaging (China), Rako (Belgium), Fiabila (France), Capsum (France), Alban Muller International (France)

### BEAUTY SHANGHAI 430 EXHIBITORS

#### TOP 10 EXHIBITING COMPANIES

Germaine de Capuccini (Spain), Lou d'Arbois (France), LPG (France), Thuya (Spain), Justnail (China), O'Nine (USA), HN-Heranails (China), Pretty Woman (China), Akzentz (Taiwan), Plurecil (Japan), Venus Concept (Israel), Syneron (Israel)

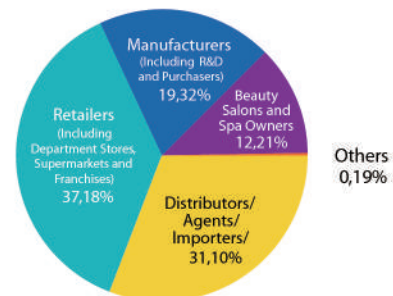
## Captive audience from across the world

As Asia's leading beauty event, over 250,000 industry professionals from over 100 countries including:

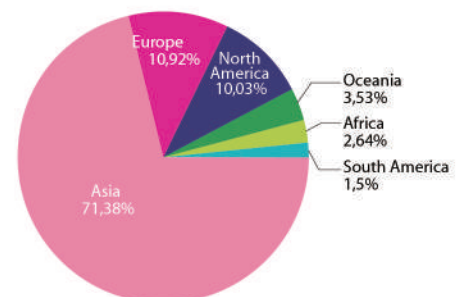


## WHO ARE THE VISITORS?

### VISITOR PROFILE BY NATURE OF BUSINESS



### VISITOR PROFILE BY CONTINENTS



“ We had approximately 100 potential agents and distributors for China who came to our booth during the three days of the show, as well as lots of interest from direct buyers and from the local media. We would certainly recommend it as a great showcase for international companies looking to gain a foothold on the China market.”

*Rocky Mammone, CEO of Majic Beauty*

**For more information, please contact :**

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Informa Beauty portfolio :

Informa Exhibitions, a Division of London Stock Exchange listed Informa plc, is one of the largest global exhibition organizers, operating more than 150 annual trade and consumer events in over 40 cities. The Group is delighted to announce the creation of a new INFORMA BEAUTY cluster, reinforcing its strong presence and leading position in the global Beauty events market.

This has created a powerful network of Beauty events across the world, providing a unique platform for companies to connect and do business, launch and promote brands and expand their market presence.