



EXHIBITING INFORMATION

COSME TOKYO

6th INT'L COSMETICS TRADE FAIR 2018

Dates: January 24 [Web]-26 [Fri], 2018

Venue: Makuhari Messe, Japan

Organised by: Reed Exhibitions Japan Ltd.

Concurrent Show: **COSME Tech 2018**
8th INT'L COSMETICS DEVELOPMENT EXPO

Scenes from the previous show in 2017

Organised by

 Reed Exhibitions®

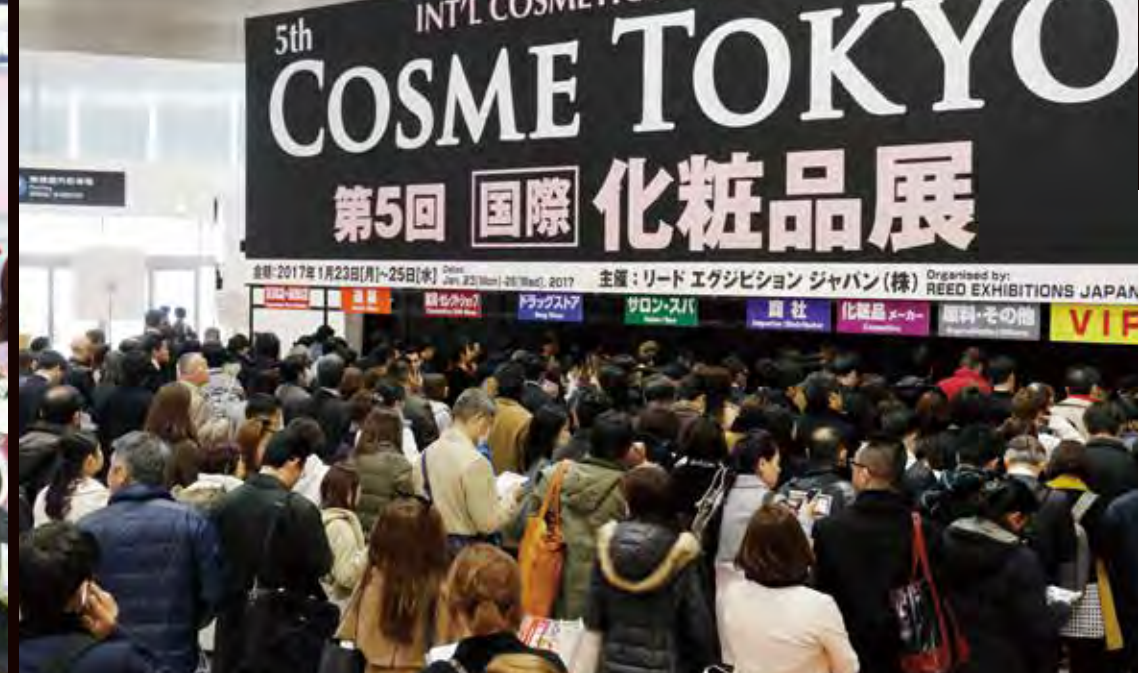
www.cosmetokyo.jp/en/

Play the Show Video ▶





Scenes from the previous show in 2017



COSME TOKYO 2017 Achieved a Huge Success



Largest Ever! 800* Exhibitors from 40* Countries

Japan's LARGEST B to B Trade Show Specialised in Cosmetics

"Largest" in reference to the exhibitor number of trade shows with the same concept. *expected, including COSME Tech **including COSME Tech

Number of Exhibitors

Number of Visitors

in 2017

in 2018

in 2017

in 2018

647 Exhibitors



800 Exhibitors

24,812 Visitors



30,000 Visitors

Please refer to the following URL for details on the counting method
 ▶▶ www.cosmetokyo.jp/en/doc/TAC/

Floor Plan (preliminary)

COSME TOKYO 2018

6th INT'L COSMETICS TRADE FAIR

Buyers from Japan & Asia meet the latest cosmetics worldwide!

Organic Zone

Focused on the continuously growing market

Body & Hair Care Zone

- Body-wash Soap
- Hair Mask
- Colouring Product etc.

Entrance/Exit

Make up



Hair Care



Skincare



Men's Care



Bath&body



Entrance/Exit

Entrance/Exit

COSME Tech 2018

8th INT'L COSMETICS DEVELOPMENT EXPO

Asia's leading exhibition for cosmetics development

EXHIBITORS

Manufacturers/
Trading Companies which deal with

- ◆ Body & Skincare
- ◆ Organic/Natural Cosmetics
- ◆ Colour Cosmetics
- ◆ Spa Beauty
- ◆ Hair Care
- ◆ Men's Care etc.

Business meetings at COSME TOKYO

- ◆ Agency Agreement
- ◆ Price Negotiation
- ◆ Sample Order etc.

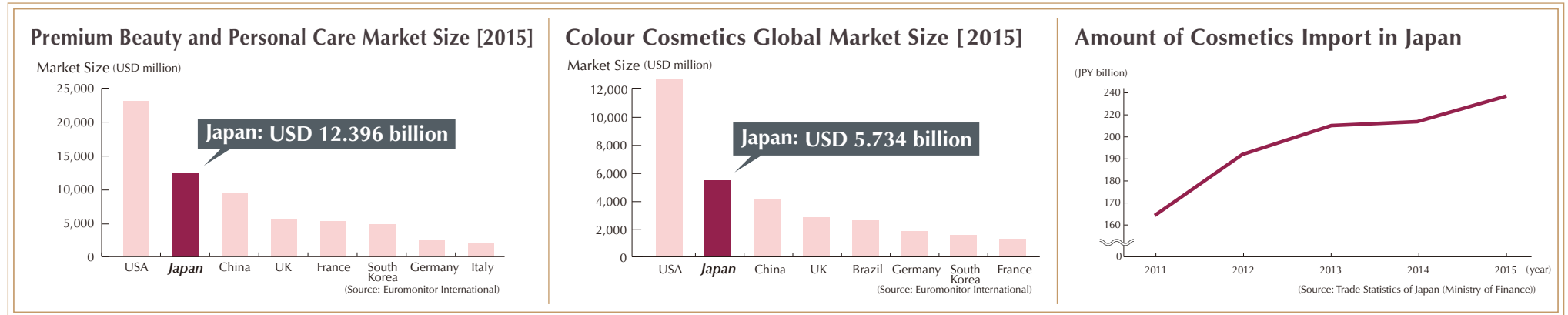
VISITORS

- ◆ Distributors
- ◆ Importers / Wholesalers
- ◆ Retailers
 - Department Stores
 - Lifestyle Shops
 - Online Shops
- ◆ Salons, Spas, Hotels etc.

Best Gateway to the Attractive Market - JAPAN

Japan is the World's Second Largest Cosmetics Market

The Japanese cosmetics market has kept growing with high stability and demands for import cosmetics are greatly increasing.



Chosen by More International Exhibitors

Gathering 800* exhibitors from 40* countries/regions including a larger number of pavilions, COSME TOKYO is becoming much more international. * expected, including COSME Tech

List of exhibiting countries/regions at COSME TOKYO & COSME Tech 2017 (in alphabetical order)

■ Australia	■ Germany	■ Malaysia	■ Spain
■ Austria	■ Greece	■ Mongolia	■ Sri Lanka
■ Brazil	■ Hong Kong	■ New Zealand	■ Switzerland
■ Bulgaria	■ India	■ Romania	■ Taiwan
■ Canada	■ Indonesia	■ Russia	■ Thailand
■ China	■ Ireland	■ Singapore	■ Turkey
■ Czech Republic	■ Israel	■ South Africa	■ UAE
■ Finland	■ Italy	■ South Korea	■ UK
■ France	■ Japan		■ USA
	■ Jordan		

National Pavilions

AUSTRALIA	GERMANY	SOUTH KOREA
THAILAND	FRANCE	USA
TURKEY	SPAIN	CHINA



Comment from international exhibitors in 2017 (excerpt)

NILO - COSMETICS CO. (Greece)

COSME TOKYO is a very well and professional organised exhibition. We had mainly visitors from Japan, but we also had visitors from other Asian countries like Korea, Taiwan, and also China. We are planning to participate again next year.

▶▶ More comments on video interview:
www.cosmetokyo.jp/en/To-Exhibit/Testimonies/

High-quality Visitors from Japan & Asia

Exhibiting at COSME TOKYO is the most effective way to meet your target customers. Show Management is eager to gather visitors who are decision makers.

1. Importers/Distributors

A large number of importers/distributors visit COSME TOKYO to introduce the latest products to the Japanese market.

Looking for importers in Japan ?

"New Comers to the Japanese Market" Exhibiting Plan is the best solution!

- Affordable package plan - Extensive supports etc.

Find more ▶▶▶ www.cosmetokyo.jp/en/To-Exhibit/Pavilions/

2. Retailers

COSME TOKYO is where you can meet key buyers from various kinds of retailers.

Excerpts of major retailers who visited COSME TOKYO 2017

(in alphabetical order)		
<ul style="list-style-type: none"> ● Department Store <ul style="list-style-type: none"> -DAIMARU MATSUZAKAYA DEPARTMENT STORES -ISETAN MITSUKOSHI -KINTETSU DEPARTMENT STORE -ODAKYU DEPARTMENT STORE ● Lifestyle/Select Shop <ul style="list-style-type: none"> -COSME CLINIC -LOFT -OLC GROUP -UNITED ARROWS ● Online Shop / Catalogue Retailer <ul style="list-style-type: none"> -AEON DIRECT -BENESSE CORPORATION -JAPANESE CONSUMERS' COOPERATIVE UNION -NISSEN -RAKUTEN ● Drug Store <ul style="list-style-type: none"> -CAWACHI -SUGI HOLDINGS ● Mass Retailer <ul style="list-style-type: none"> -AEON RETAIL -ITO-YOKADO 	<ul style="list-style-type: none"> -HANKYU HANSHIN DEPARTMENT STORE -KEIO DEPARTMENT STORE -LUMINE -PARCO 	<ul style="list-style-type: none"> -MASH BEAUTY LAB (COSME KITCHEN) -STYLINGLIFE HOLDINGS (PLAZASTYLE) -VILLAGE VANGUARD -CULTURE CONVENIENCE CLUB -MASH BEAUTY LAB (COSME KITCHEN) -STYLINGLIFE HOLDINGS (PLAZASTYLE) -VILLAGE VANGUARD -ITS 'DEMO -NEUVE A -TOKYU HANDS -WORLD -BELLUNA -DINOS CECILE-GRAND MARCHÉ -JUPITER SHOP CHANNEL -QVC JAPAN -SENSHUKAI -MATSUMOTOKIYOSHI -BIC CAMERA -NISHIMATSUYA CHAIN -CAINZ -YODOBASHI CAMERA

3. Salons/Spas/Hotels

COSME TOKYO's visitors also include salons, spas, hotels, clinics, etc. who are looking for cosmetics for professional-use.

4. International Visitors

International visitors especially from Asian countries are increasing every year. Most exhibitors in 2017 said they could effectively conduct business with international visitors.

Excerpts of international visitors in 2017

Due to limited space, titles and divisions might be shortened.

(in alphabetical order)		
<ul style="list-style-type: none"> ● Retailers <ul style="list-style-type: none"> A.S. WATSON RETAIL ALLURE ASIA SASA INTERNATIONAL HOLDINGS ● Distributors <ul style="list-style-type: none"> ANTONIA AVON COSMETICS CHUNTAI INDUSTRIAL D.U.T INDUSTRY DAY&DAY TRADING ENG KAH ENTERPRISE FOOD & COSMETIC SYSTEMS LAPONIE LIFESTRONG MARKETING LIJ INTERNATIONAL TRADING SHENZHEN MANNAY COSMETICS THISTLE TREND 2000 YOUPIN COSMETICS TECHNOLOGY 	<ul style="list-style-type: none"> Hong Kong Philippines Hong Kong Taiwan Philippines Hong Kong Taiwan Taiwan Malaysia Thailand Singapore Philippines Taiwan China Thailand Malaysia China 	<ul style="list-style-type: none"> General Manager Chief Executive Officer Brand Manager Director Regional Project Manager Managing Director General Manager Vice General Manager General Manager Product Manager Director President Brand Director Executive Director Project Manager & Import Manager Director Manager

Business Matching with Powerful Visitors

Introducing Japanese Importers/Distributors at Your Booth

FREE

Show Management arranges guided tours personalised for each Japanese importers/distributors who are looking for overseas cosmetics and take them directly to your booths. 400 meetings were arranged via this program and many of them went productive at the show in 2017.

Comment from Exhibitors in 2017 (excerpt)

RED GOLD ROSES LTD. (UK)

Matchmaking service was very helpful. Through the matchmaking, we had the chances to sit and discuss everything thoroughly with Japanese visitors. We had 60 meetings and 1 contract signed. We are coming back to the next show for sure.

Meetings Arranged with Asian Premium Buyers

FREE

Show Management invites key buyers from top retailers and importers mainly in other Asian countries, and arranges meetings with exhibitors. More than 475 meetings were arranged in 2017.

Comments from Buyers in 2017 (excerpts)

ALLURE ASIA INC. (Philippines)

COSME TOKYO is a must-attend event every year. We had great opportunities of meeting with exhibitors and actually ordered a lot of new collections from the show. We will come back for the next year.

SA SA INTERNATIONAL LTD. (Hong Kong)

COSME TOKYO 2017 was a very successful exhibition and the scale was bigger than 2016. We could see many trendy cosmetics and had very successful meetings with potential new exhibitors during the show. The Show Management had very great and caring services for the buyers. Thank you for the business meeting arrangements, and we look forward to coming back next year!

Scenes from the previous show in 2017



Extensive Services Maximise Your Results

Promoting Opportunities to Achieve Visitors **FREE**

● Cosmetics Sourcing Guide

Exclusive guide featuring overseas exhibitors' products are sent to 10,000* powerful buyers and importers in Japan.

*expected



(sample)

● E-mails Featuring Overseas Products

E-mail promotion is conducted to over 150,000* Japanese buyers and importers.

*expected



(sample)

● Online Exhibitor & Product Search

Online show catalogue with appointment function, which enables visitors to search exhibitors and request appointments.



(sample)

● Media Exposure



Nichiyohin-keshohin Shimbum (Japan)



Syukan Syogyo Publishing (Japan)



Export Magazine (Italy)

Preparation Supports **FREE**

● Seminar to Enhance Onsite Business in Japan

Show Management will hold a special seminar for international exhibitors on "How to maximise onsite business with Japanese visitors", which explains Japanese business customs, tips to maximise your show results, useful Japanese phrases, etc.



A Scene from the previous seminar in 2017

More Support Services

VIP Guest Invitation System

Use the special privileges as incentives to invite your important customers.

FREE

VIP Customer Privileges	
Privilege 1	Free invitation to Keynote Session
Privilege 2	Free entrance to VIP Lounge

Interpreter/Translation Agent Introduction Service

Preparing local language speakers at your booth is highly recommended.



(image)

Bilingual Business Signboard Order/Download Service

Bilingual Signboards help you stand out in the crowded aisles and lead your potential customers to your booth.

FREE



Special Discount for Hotels

Special discount rates for international standard hotels close to the exhibition site are available.



(image)

Join us at COSME TOKYO 2018

Exhibit at COSME TOKYO 2018,
your BEST gateway to the Japanese & Asian market!

Exhibiting inquiry: www.cosmetokyo.jp/en/ex/

Show Video: www.cosmetokyo.jp/en/pv/

Exhibitors' Comments: www.cosmetokyo.jp/en/To-Exhibit/Testimonies/

COSME TOKYO Show Management

Attn: Saya Katsuki (Ms.) / Mikako Shimada (Ms.) / Megumi Yanai (Ms.)

Reed Exhibitions Japan Ltd. 18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan

TEL: +81-3-3349-8509 FAX: +81-3-3349-4922 E-mail: cosme-tokyo@reedexpo.co.jp WEB: www.cosmetokyo.jp/en/

A division of Reed Business Registered in England, Number 678540