

cosmobeauté Vietnam 2019

12th Edition Vietnam International Exhibition on Aesthetic, Beauty, Cosmetic, Hair, Nail, Spa & Wellness

post show report

18th - 20th April 2019

Saigon Exhibition & Convention
Center (SECC) **HO CHI MINH CITY**

9:00am – 5:00pm

The Largest
Beauty
TRADE EXHIBITION
in Vietnam for 12 years!



Organised by:



Supported by:

Supporting Media:

Online Supporting Media



www.cosmobeauteasia.com



Cosmobeauté Vietnam

exhibition overview

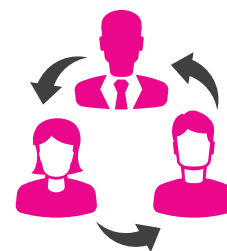


12th Edition of Cosmobeauté Vietnam is a professional beauty trade platform that connects Vietnam's beauty industry to the world, providing a convenient access for the local beauty industry to market their products globally, as well as being the gateway for international brands to tap into the Vietnamese beauty market which is estimated to be valued at US\$1.6 billion presently based on various market sources.

The 12th edition of Cosmobeauté Vietnam concluded with remarkable success from 18-20 April 2019 at the Saigon Exhibition & Convention Centre, Ho Chi Minh City. 13,983 visitors across the globe attended this year's exhibition, an increase of 10% from the previous edition. Cosmobeauté Vietnam aims to connect exhibitors and buyers including importers, distributors, retailers, e-commerce businesses and prospective investors in the beauty industry in Asia and around the world.

Supporting activities such as stage demonstrations, beauty workshops and the Beauté Meeting business matching program offered visitors a value-added experience, allowing them to be more informed about the latest trends, gain industry knowledge, and make purchasing decisions based on what they have procured throughout the exhibition.

216
Exhibitors



13,983
visitors



13 Participating Countries

3 Country Pavilions



Singapore



Taiwan



Korea



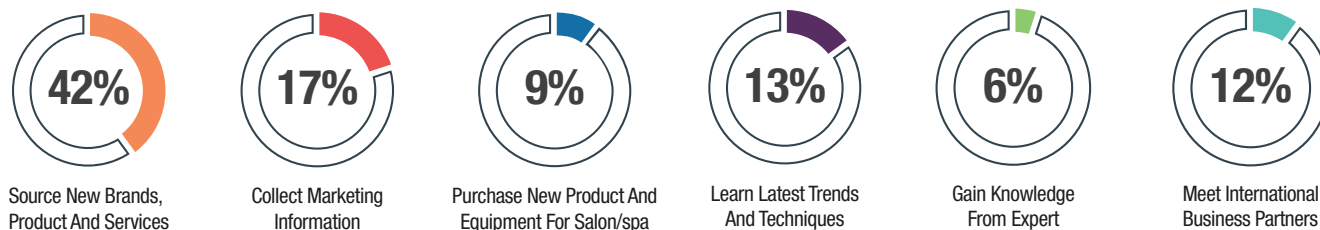
cosmobeauté Vietnam 2019

Visitor Profile Statistics

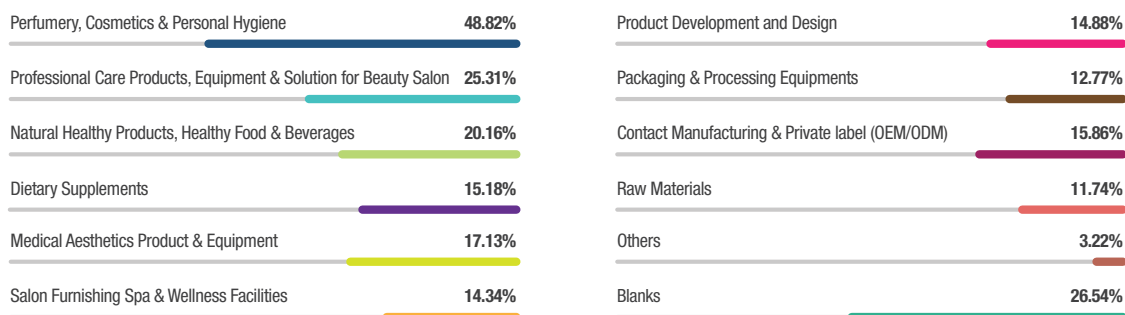
The **13,983** visitors are from



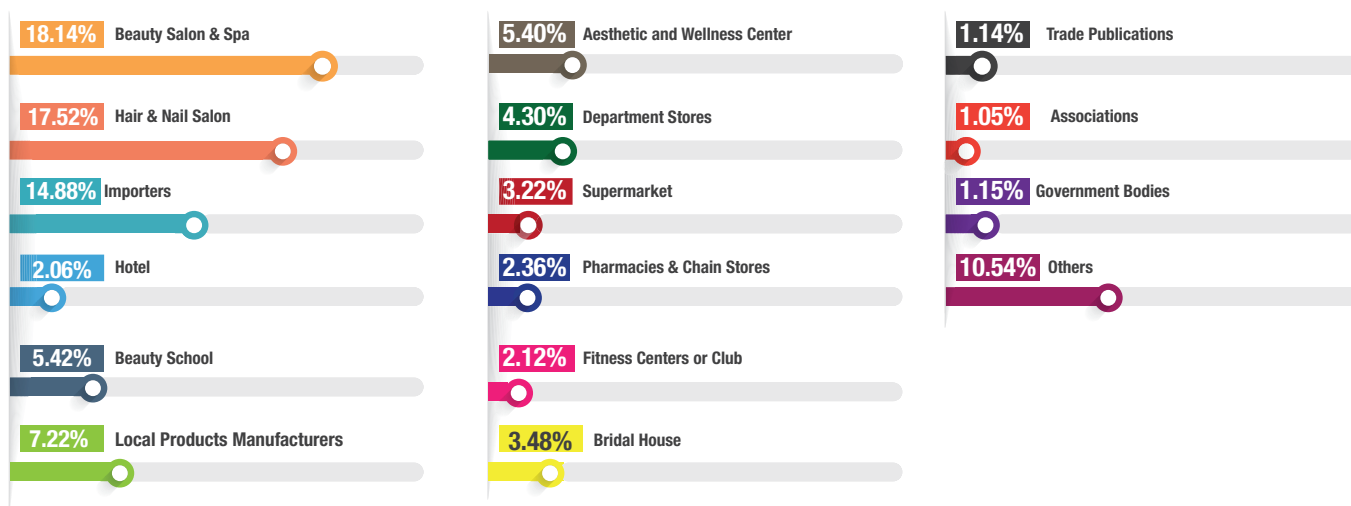
Visitors' Objective In This Exhibition



Visitors have indicated their **Area of Interest** as below:



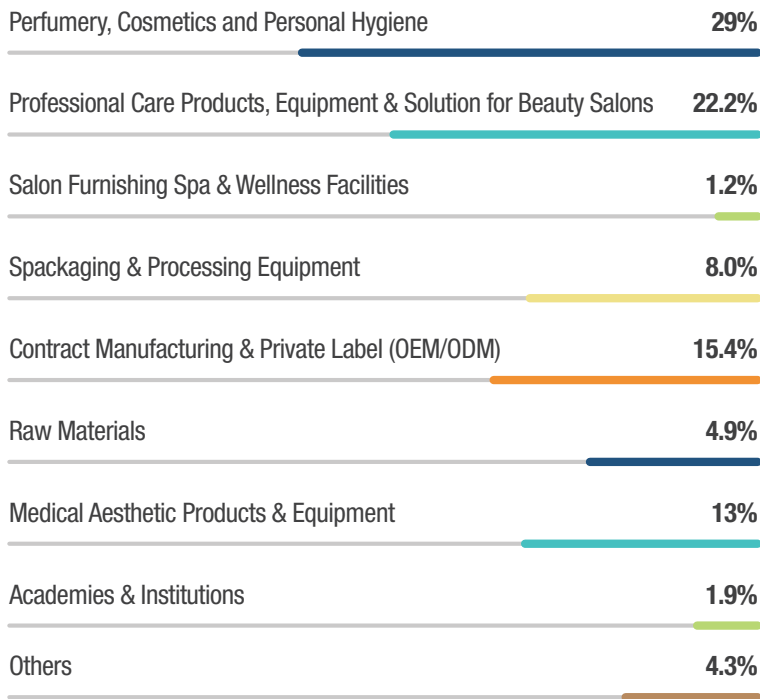
Visitor's Business Origin in This Exhibition



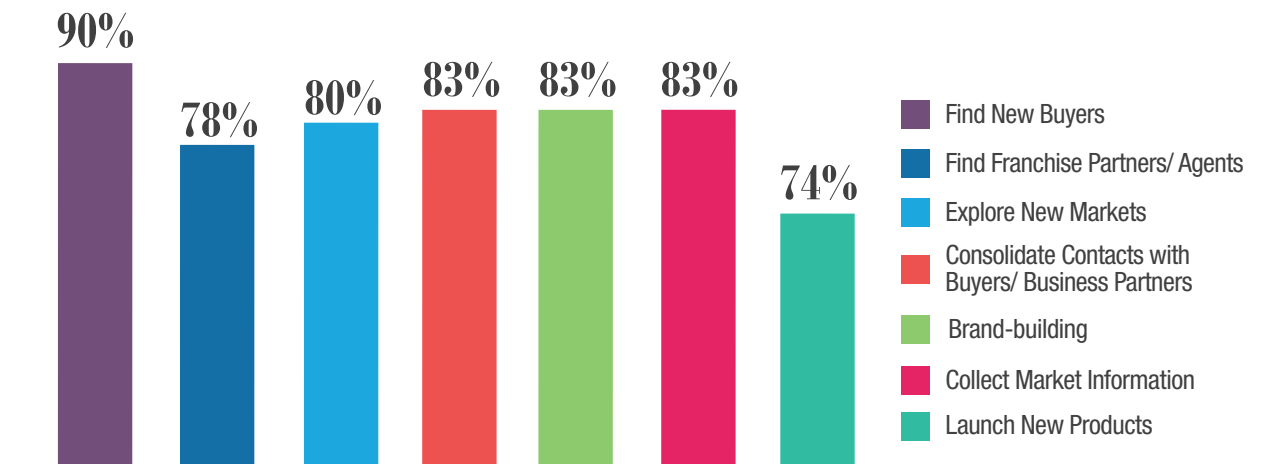
cosmobeauté Vietnam 2019

Exhibitor Profile Statistics

Exhibitors have indicated their **primary business activity** as below:



The exhibitors were from the following **countries**:



"This is my second time at Cosmobeauté Vietnam and I have to say, it has been really consistent in terms of visitor and exhibitor turnout and this is one of the reasons why we will visit again next year."

Mr Francisco Magalhães
Sales Director
Mccm Medical Cosmetics

"We will definitely be back for Cosmobeauté Vietnam 2020 because the Vietnamese beauty industry has seen a major growth over the past few years and the locals are beginning to demand for more and more beauty products."

Mr. Andrew Chan
Regional Sales Manager
Touchbeauty Beauty & Health (Shenzhen) Co Ltd.

"We have been exhibiting in Cosmobeauté Vietnam for 3 continuous years now and we are happy that we are getting more potential customers this year compared to previous years."

Mr. Eddie Goh
Managing Director
Monarch Aesthetic Sdn Bhd.

20 tháng 4 | 18th-20th April
Giờ : 9am - 5pm hằng ngày

cosmobeauté
Triển lãm quốc tế lần thứ 12 về Thẩm mỹ, Làm đẹp, Mỹ phẩm, Tóc, Nail & Spa tại Việt Nam
12th Edition Vietnam International Exhibition on Aesthetic, Beauty, Cosmetic, Hair, Nail, Spa & Wellness
Vietnam 2019



Opening Ceremony

Officiating Cosmobeauté Vietnam 2019

Officially marking its 12th year of success, Cosmobeauté Vietnam 2019 was graced in a heart-warming manner by the impressive turnout of visitors and exhibitors. The ribbon cutting ceremony was honoured by many VIPs and leaders in the beauty industry who flew to Vietnam from different parts of the world. After the ribbon cutting ceremony concluded, the VIPs and industry leaders took a tour around the exhibition hall for the showcase of the latest beauty innovations and solutions brought by our exhibitors. All in all, Cosmobeauté Vietnam 2019 was off to a really good start!



MOU Signing

Marking a new chapter of collaboration and industry growth of ASEAN's beauty industry, Cosmobeauté has partnered up with the Vietnam Beauty Association through the signing of Memorandum of Understanding.

SPA Wellness Talk

Dr. Baskaran (president of Malaysia Association of Wellness & Spa) and Ms. Truong Thi Ngoc Anh from Vietnam Beauty Association took to the stage to provide valuable insights into the trends, strengths, challenges and solutions of the wellness industry.



Look & Learn with Steven Sunny



Renowned celebrity make-up artist Steven Sunny graced the stage during the first day of Cosmobeauté Vietnam 2019 to **demonstrate new make-up tips and tricks**. The theme of the make-up demonstration was **“White Swan & Black Swan”** whereby Steven Sunny applied his make-up magic on the models to show the crowd that black swans can be as beautiful as white swans too, contrary to popular belief. The crowd was left in awe when Steven Sunny displayed his creativity through the stunning transformations of the models. The show was met with loud cheers as runway models paraded the stage to showcase Steven Sunny's artistry.

The excitement didn't just stop there!

Steven Sunny continued to amaze the crowd with his makeup talents by enchanting a model's bare-face with his remarkable touch of makeup. Throughout the transformation process, Steven Sunny patiently explained the methods used and taught the crowd new makeup tricks that will help improve their industry skills. Once the model's bare-face was beautified, the amazing transformation compelled another cheer from the crowd.





Maintain a Youthful Look with AestheFill

Dr. Lin Chuan-yuan (President of Tou Aesthetic Surgery Clinic) talked about AestheFill, a new anti-aging innovation that helps people to obtain younger looking skin and how it can help skin with scars, wrinkles or stains to look beautiful again. The seminar was then continued by Dr. Lin Jui-Yu (Head of Tou Beauty Aesthetic Clinic) who shared his personal hands-on experience in successfully restoring youthful-looking skin through AestheFill injection.



5 Years Younger in Just 2 Weeks Launches New Products: Filler Code

Many of us wish to retain a younger-looking face as we age. But much of what we think of as natural aging, Mr. Matteo Annini gave an insightful seminar on how aging is inevitable but looking older is actually preventable! The crowd cheered after his introduction of a new solution called Filler Code. This new product is a complete cosmetic treatment that contains two powerful active ingredients, TS Enzyme Protect and Peptide N°5, which are combined in a synergy blend to wind back the hands of time. Mr Matteo Annini added that Filler Code will help to improve expression lines while preventing wrinkles from reappearing, making you look 5 years younger in just 2 weeks!



Discover the Korean Secret to Beautiful Face

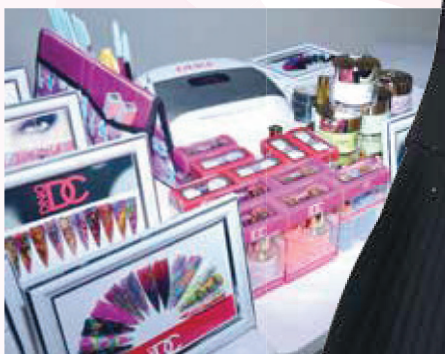
It comes as no surprise that Korean beauty, or otherwise known as the Korean wave culture, has taken the world by storm. Inspired by this phenomenon, THE SERA L's Hye-Won Lee (R&D Department Assistant Manager) and SeoEun Park (R&D Team Leader) took the stage to share their secrets in achieving beautiful face with Thesera L, an efficient skin lifting treatment with melting thread that is painless, non-invasive, and no downtime! Today, PDO Thread Lifting has soared in popularity amongst aesthetics clinics and the effectiveness of this technology from Korea is used all over the world for face lifting.



The second and third day of Cosmobeauté Vietnam 2019 was graced by renowned hair associations such as The Saigon Art & Beauty Club, HHA & Club Scissors of Love and Mekong Delta Association. Hair gurus, fashion pioneers and industry leaders demonstrated many new inspiring hair styling techniques and ideas that left the crowd coming back for more. Taking excitement up a notch, there were other complementary shows by several esteemed organisations such as a nail show by DND Company USA, a body painting show by Nguyen Hoang school and a skin & make up show by Lary.



Nail Show



Skin & Makeup Show

by Lary

cosmobeauté Vietnam 2019

Exhibition Highlights

216 exhibitors participated this year, featuring the latest brands, innovations and products from **10 countries** such as **China, Japan, Vietnam, Malaysia, Portugal, Thailand and USA** with **country pavilions** primarily focusing on **Korea, Singapore and Taiwan** products.





Beaute Meeting

Beauté Meeting is an **exclusive business matchmaking program** dedicated to help industry professionals to find and connect with potential business partners. Beauté Meeting benefits trade professionals such as **importers, distributors and salon owners** to source for latest beauty products and technologies at the exhibition.

The program, which was designed to expedite the meeting process between exhibitors and prospective buyers, had successfully arranged 160 fruitful meetings between importers, distributors, and salon owners.

For exhibitors that are demonstrating their products on-site that do not require a classroom environment, a product demonstration corner was allocated for this purpose, enabling them to demonstrate to large groups of visitors.

