

June 2016, Pudong, Shanghai – The 21st edition of China Beauty Expo recently concluded at Shanghai New International Expo Center, with the organizer claiming a big success. China Beauty Expo has been one of largest beauty events in the world, garnering support from key domestic and international beauty players.

This year, the organizers proudly hosted 2,568 exhibitors from more than 26 countries and regions, covering 200,000 sqm of exhibition area. Exhibitors included L'Oréal, Shiseido, Jahwa, Cosmax, and Intercos. Participating companies showcased thousands of different high quality products, ranging from the beauty supply chain to finished beauty products, from professional beauty to related services consultancy.

A total of 387,523 visits have been registered in Shanghai New International Expo Center during the 3-day show, which represents a 24% increase compared to 2015.

Business-minded Trade Event

Beauty brands hailing from across the world participated with a clear business purpose, using China Beauty Expo as a unique stage to promote their products, innovations and beauty related services to one of world's most dynamic markets.

Aiming to bridge the gap between suppliers and distributors, the organizer held the 2nd edition of Business Meetings Asia, where participants found and selected their future business partners during high-quality face-to-face meetings.

"Being part of the 21st edition of China Beauty Expo was one of our precious moments. Investing in exhibiting at a trade show is very risky for small companies like us. But China Beauty Expo 2016 was very successful and we have earned good feedback of our investment, especially the organization of Business Meetings Asia, the quality of participants was beyond our expectation. We will definitely be in China Beauty Expo next year!" Said Mr. Joseph Cho, Jandy Brands Inc (USA).

International beauty trend setter

China Beauty Expo 2016 brought together leaders from across beauty and personal care to discuss the current and future climate of the industry. This year's China Beauty Expo held the enviable position of being the undisputed regional leader among beauty fairs.

As part of the organizer's effort to build up a global beauty platform, in conjunction with IFSCC, L'Oréal Group, AMWC and other industry professionals, China Good Brands & Supply Chain Summit, BI&F (Beauty Ingredients and Formulation) Forum, Medical Beauty & Anti-Aging

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Conference and Beyond Beauty Trends, and others, were held to provide further opportunities for beauty and business ideas.

It was the first collaboration with IFSCC, a worldwide federation dedicated to international cooperation in cosmetic science and technology; China Beauty Expo satisfactorily conducted a half-day conference program on "Skin and Pollution" at BI&F (Beauty Ingredients & Formulation).

Professional Beauty was also highlighted this year. In conjunction with AHMA (Asia Hair Masters Association), a series of hair performances called "Eye On Beauty 2020" were introduced for hair lovers.

Building on the success of the first edition, China Beauty Expo was once again honored to invite renowned international industry talents to support Beyond Beauty Trends, including Centdegrés and Beautystreams. Conferences addressing the hottest issues and trends in beauty, including packaging, fragrances, market forecast, K-Beauty, brand building, rules and regulations, and others, impressed domestic and international participants with engaging presentations.

In order to offer opportunities in expertise, craftsmanship and advanced know-how in the beauty field, creative and artistic areas such as *Brand Building Lab*, *MEWE Perfume Lab*, the space of *Created in China* and *Red Lipstick Wall* were designed, in collaboration with the official partner of China Beauty Expo, Centdegrés.

These show highlights helped visitors maximize the use of their time on the show floor by drawing their attention to the popular beauty topics and upcoming trends in the world of beauty.

China Beauty Expo keeps strives to continually improve its level. The 22nd edition will continue to showcase worldwide beauty snapshots in Pudong, Shanghai.

Claudia Bonfiglioli, International Director, Informa Beauty and Informa Baiwen (CBE), said, "CBE announces that it will be in the waiting list for 2018 events. China Beauty Expo 2017 will occupy the whole exhibition center for the first time. The International Division forecasts an increase of 20% ."



About Informa and Shanghai Baiwen Exhibition



Informa plc is one of the world's leading business intelligence, knowledge, and events businesses, with more than 8,000 employees in over 150 offices across 150 cities. Informa is structured around four Operating Divisions: Academic Publishing, Business Intelligence, Knowledge & Networking and Global Exhibitions to which Informa Beauty is affiliated.

With the creation of the INFORMA BEAUTY cluster, Informa has reinforced its strong presence and leading position in the global Beauty events market, creating a powerful network of Beauty events globally. The Informa Beauty portfolio includes China Beauty Expo, Alternative Fragrance & Beauty Paris, Spameeting and Cosmeeting Business Meetings and Beyond Beauty Asean. Informa Beauty's events span the full spectrum of the Beauty sector, including Packaging, Contract Manufacturing, Ingredients, Full Service, Nutricosmetics, Fragrances (both ingredients and finished products), Wellness & Spa, Hairstyling and Healthcare, catering to the mass market and the luxury sector.

Shanghai Baiwen Exhibition is one of the most successful and professional exhibition organizers in China. Founded in 1997, the company has developed into a leading exhibition enterprise with international standards in China.

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