

**APRIL
16 - 18**

SAIGON EXHIBITION
& CONVENTION
CENTER (SECC)
HO CHI MINH CITY

THE LARGEST
BEAUTY TRADE EXHIBITION
IN VIETNAM FOR 13 YEARS

cosmobeauté

Vietnam 2020

13th Edition Vietnam International Exhibition on
Aesthetics, Beauty, Cosmetics, Hair, Nail, Spa & Wellness

Organised by:



informa markets





Evolution of Vietnam's Beauty Market

As the Vietnamese beauty and cosmetics retail market are expected to hit US\$2.2 billion and middle-class population expected to reach 33 million by 2020, the market holds ample opportunities for both local and international brands to tap into the rising demand for beauty products. Vietnam has become a prospective hub for foreign companies in the industry. Cosmobeauté has been the number one platform for the beauty trade professionals within the Southeast Asia region since its inception in 2005 and has expanded to Indonesia in 2006 and

Vietnam in 2008. Ever since, Cosmobeauté has been recognised as the leading professional beauty trade exhibition. The 13th edition of Cosmobeauté Vietnam returns in 2020 as a platform for industry players to penetrate the Vietnamese market while catering to Vietnamese consumers who are ready to spend on international brands and new innovative technology. Cosmobeauté Vietnam 2020 will be held at Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, from 16 to 18 April 2020.

 Promote your brand and solutions to a booming market

 Forge new collaborations with key decision makers

 Enhance your brand awareness and gain media exposure

Why Exhibit at **cosmobeauté** Vietnam 2020

 Introduce new products, solutions and innovations to consumers who are ready to spend

 Discover potential business partners through our business matchmaking program

 Well-facilitated exhibition centre

Key Facts & Figures of cosmobeauté Vietnam 2019

The exhibitors were from the following countries:



International Country Pavilions



Expected **14,500** visitors from all over the world



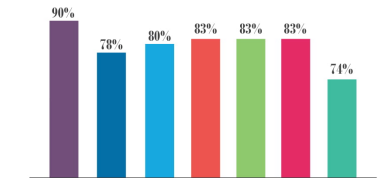
Expected **220** exhibitors from 13 countries

Exhibitors' Feedback

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

Perfume, Cosmetics and Personal Hygiene	29%	Raw Materials	4.9%
Professional Care Products, Equipment & Solution for Beauty Salons	22.2%	Medical Aesthetic Products & Equipment	1.9%
Salon Furnishing Spa & Wellness Facilities	1.2%	Academies & Institutions	1.9%
Packaging & Processing Equipment	8.0%	Others	4.3%
Contract Manufacturing & Private Label (OEM/ODM)	15.4%		

Exhibitors' Objectives



■ Find New Buyers
■ Explore New Markets
■ Consolidate Contacts with Buyers/ Business Partners
■ Brand-building
■ Collect Market Information
■ Launch New Products



Events Key Highlights

Body Painting Demonstration



Hair Grooming & Demonstration



Talk by Industry Experts



Beauty Workshop

Held alongside the exhibition are our daily events & activities that are meticulously designed to pique the interest of participating beauty industry players. Cosmobeauté Vietnam offers its visitors exciting activities such as **stage events, beauty workshops, informative seminars, meaningful exhibitor-visitor interactions, and product demonstration areas**. Through our events and activities, visitors are able to gain new business knowledge, learn new beauty tricks & tips, discover new products and connect with other beauty industry manufacturers around the world.

In addition, our signature **Beauté Meeting Program** helps visitors to pre-arrange meetings and **find potential business partners** by connecting them directly with Vietnam's beauty & aesthetic salon owners, spa operators, distributors & retailers, e-commerce businesses, and prospective investors. Our dedicated meeting team identifies potential buyers and set up these meaningful meetings at no additional cost.

Look & Learn with Steven Sunny



Beauté Meeting

“QUOTES

EXHIBITOR

We will definitely return to Cosmobeauté Vietnam in 2020 as we have seen a major growth in Vietnamese beauty industry over the past few years and the rising demands by the local consumers.

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

We have been exhibiting in Vietnam for 3 years in a row and we are glad to see the Vietnamese beauty industry at a rapid pace.

Eddie Goh
Managing Director
Monarch Aesthetic Sdn Bhd.

Exhibitors' Profile

- Contract Manufacturing & Private Label (OEM / ODM)
- Development and Design
- Dietary Supplements
- Health Food & Beverages
- Medical Aesthetic Product & Equipment Product
- Natural Healthy Products
- Perfumery, Cosmetics and Personal Hygiene
- Packaging & Processing Equipment
- Professional Care Product, Equipment & Solution for Beauty Salons
- Raw Materials
- Salon Furnishing Spa & Wellness Facilities

Visitors' Profile

- Aesthetic & Wellness Centers
- Beauty Salon & Spa Owners
- Beauty Schools
- Bridal Studios
- Hair & Nail Salons
- Department Stores
- Distributors
- Fitness Centers / Clubs
- Hotels
- Importers
- Local Product Manufacturers
- Make-Up Studios
- Pharmacy & Chain Stores
- Supermarkets
- Trade Publications
- Wholesalers

VISITOR

I am glad to be a part of Cosmobeauté Vietnam 2019 as it enables me to discover many new quality products from all around the world.”

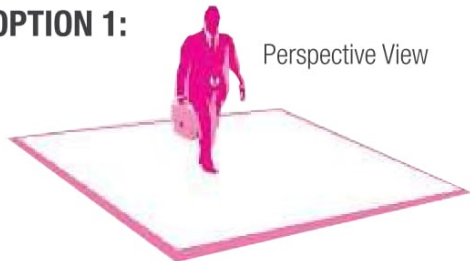
Tran Thi Yen Thuong
Therapist at Jane Beauty.

This exhibition allows me to find the right products and potential business partners for my spa business.

Nguyen Huynh Nhat Tao
Manager of Tue Quyen Beauty.

participating cost

OPTION 1:



Perspective View

RAW SPACE
@ USD 355 per sqm
(min. 18sqm)

OPTION 2:



Perspective View

SHELL SCHEME
@ USD 385 per sqm
(min. 9sqm)

- Rear and dividing wall partition of 2.5m of height in white laminated panel
- Fascia board with company name and booth number
- Needle punch carpet
- 1x information counter
- 2x folding chairs
- 1x waste paper basket
- 1x 5 Amp/ 220 volt single phase power point
- 2x 40w fluorescent tube
- 1x high showcase

The Organiser

Cosmobeauté Vietnam is organized by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. For more information, please visit www.informamarkets.com.



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