

# cosmobeauté Vietnam 2018

**11th Edition** Vietnam International Exhibition on Aesthetic, Beauty, Cosmetic, Hair, Nail & Spa

A close-up portrait of a woman with light skin, dark eyes, and pink lips, looking directly at the camera. She is surrounded by large, vibrant pink flowers that frame her face and fill the background.

The  
Largest  
Beauty  
Trade Exhibition  
in Vietnam

**19-21 APRIL 2018**

Saigon Exhibition & Convention Center (SECC)  
Phu My Hung, Ho Chi Minh City, Vietnam

POST SHOW REPORT

# Vietnam's Premier Beauty Exhibition Records Increased Exhibition Growth in 11th Edition



**Cosmobeauté Vietnam** is the 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, estimated to be valued at US1.6 billion presently based on various market sources.

The 11th edition of **Cosmobeauté Vietnam** concluded with remarkable success from 19 – 21 April 2018 at the Saigon Exhibition & Convention Centre, Ho Chi Minh City. 13,532 visitors from 39 countries attended in this year's exhibition, an increase in 2% from the previous edition. These visitors represent the salon operators, importers, manufacturers, retail outlets, beauty schools, and hotels & spas in Asia and around the world.

Supporting activities such as the stage demonstrations, beauty workshops, as well as the **Beauté Meeting** business matching programme offered visitors a value-added experience, enabling them to be informed of the latest trends, gain the latest knowledge, and make purchasing decisions based on what they have learned here.



216



13,532



13



4



CHINA



GERMANY



HONG KONG



ITALY



JAPAN



MALAYSIA



THAILAND



USA



VIETNAM



KOREA



SINGAPORE



SPAIN

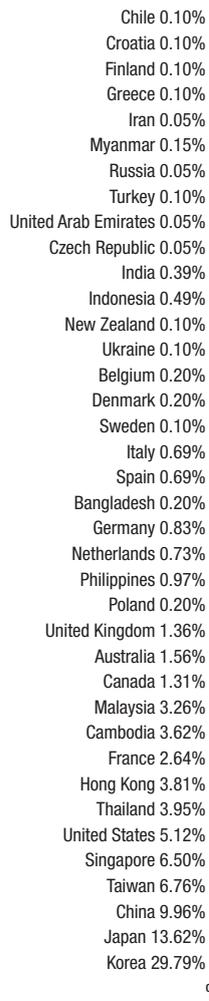
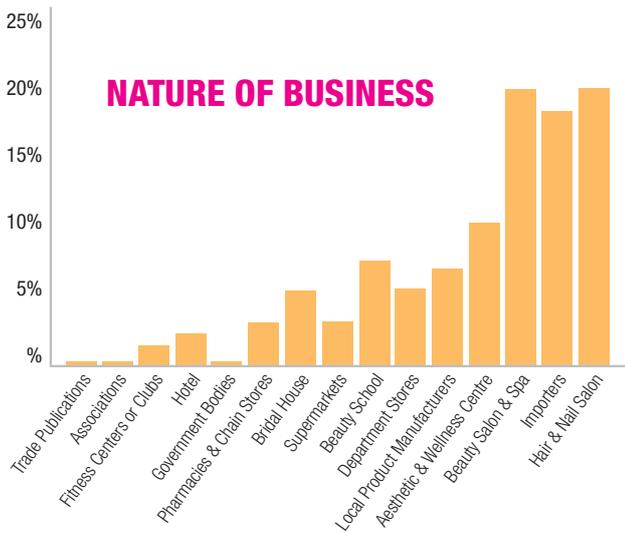


TAIWAN

# VISITOR PROFILE



Total Visitors:  
**13,532**



**81%** of visitors surveyed agree that **Cosmobeauté Vietnam** met their expectations.

**89%** of visitors surveyed rated the exhibitors as "Excellent" & "Good".



## QUOTES FROM VISITORS

"This is my first time visiting this amazing exhibition. I'm very excited because I found many quality products."

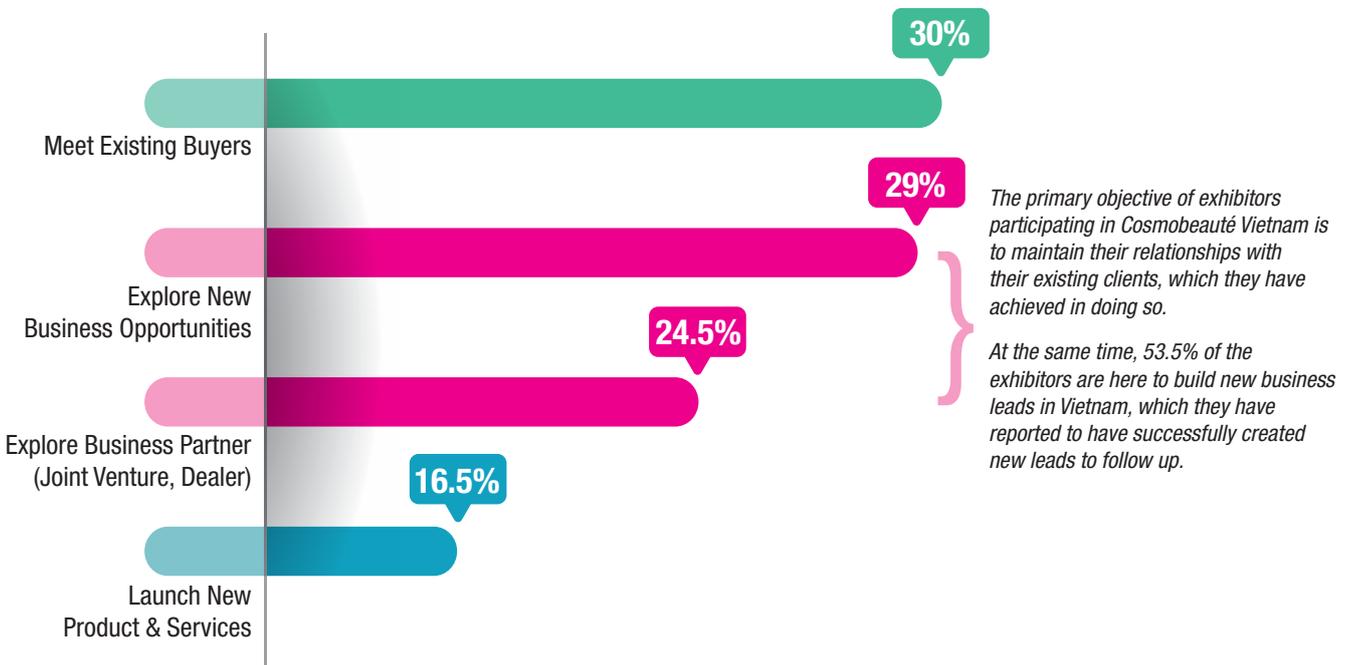
**Ms. Phuong Anh**  
Visitor

"This exhibition is a good opportunity for me to contact new distributors and manufacturers. It helps me to save more money than going overseas and find manufacturers."

**Ms. Hanh Tran**  
Trade Buyer



EXHIBITOR OBJECTIVES ACHIEVED IN COSMOBEAUTÉ VIETNAM 2018



**95%** of exhibitors are keen to inform their peers about **Cosmobeauté Vietnam**.

**93%** of surveyed exhibitors are willing to take part in **Cosmobeauté Vietnam 2019**.

QUOTES FROM EXHIBITORS

“It’s very good and we will definitely return here and exhibit again!”

**Ms. Anna Korepanova**  
Export Manager of  
Teana Laboratories  
Russia

“We are excited to meet a lot of visitors, and the beauty market here is bigger and there are more customers here interested in skincare products.”

**Ms. Pacharaporn & Ms Chayanis**  
Creamery Plus Co Ltd  
Thailand

“We are impressed by the organizing committee. They organised the show so well and attracted a lot of buyers. Not only buyers from Vietnam, but from other parts of Asia as well.”

**Mr. Philip Wee**  
CEO & Managing Director  
Beauty Collection  
International Pte Ltd  
Singapore



Renowned celebrity make-up artist Steven Sunny took to the stage during the first day of **Cosmobeauté Vietnam** to demonstrate applied make-up skills for theatre & opera performances. Within the hour, 3 models paraded the stage, to the delight of the audiences.

Mrs. Orni Yusniza, an experienced spa director from Malaysia, introduced the concept of prenatal & postnatal wellness rituals in a spa to a curious audience. During the one-and-a-half-hour demonstration, she elaborated further on the methods, its effects, and how it may add value to spa centres.



Ms. Yoon Ju Young, Director of the International Federation of Beauty Culturist (IFBC), demonstrated to the audience on using embroidery as a longer lasting solution to make up, and how to apply it skillfully.



Juno Academy, the masters behind the scenes of many Korean celebrities' trendy looks, made a guest appearance on stage this year! Han Kyul, Creative Director, and Miso Kim, Chief Make-Up Artist, gave an insight on how make-up and hair is done behind the scenes for many Korean celebrities.

To further encourage the growth of ASEAN's beauty industry, **Cosmobeauté** has partnered up with the Association of International Beauty Training (AIBETRA) to jointly conduct training for beauty industry professionals across Southeast Asia. AIBETRA currently hosts more than 3,000 members throughout the region, and regularly conducts training sessions for its members.



Make Up Instructor and Owner at Quach Anh Makeup Studio – Ms. Quach Anh presented make-up tips used by Koreans daily, that is easy to apply yet presentable for daily use.



## EXHIBITION HIGHLIGHTS



211 exhibitors participated this year, featuring the latest brands and products from 19 countries, as well as country pavilions focusing on Korea, Singapore, Spain, and Taiwan products.



# BEAUTÉ MEETING

The **Beauté Meeting** program, which was designed to expedite the meeting process between exhibitors and prospective buyers, had successfully arranged over 140 fruitful meetings between both parties.



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



13 Beauty Workshop sessions were conducted over these 3 days, presented by experts invited by the exhibitors. The workshop sessions covered topics on skin care and treatment, as well as establishing private labels with OEM manufacturing. The sessions were well received throughout the 3 days, as the participants.



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 Cosmobeauté Vietnam  [www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

Reserve your space for 12th edition

# cosmobeauté Vietnam 2019

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

## 18 - 20 April 2019

Organised by:



a Member of



GROUP PLC



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