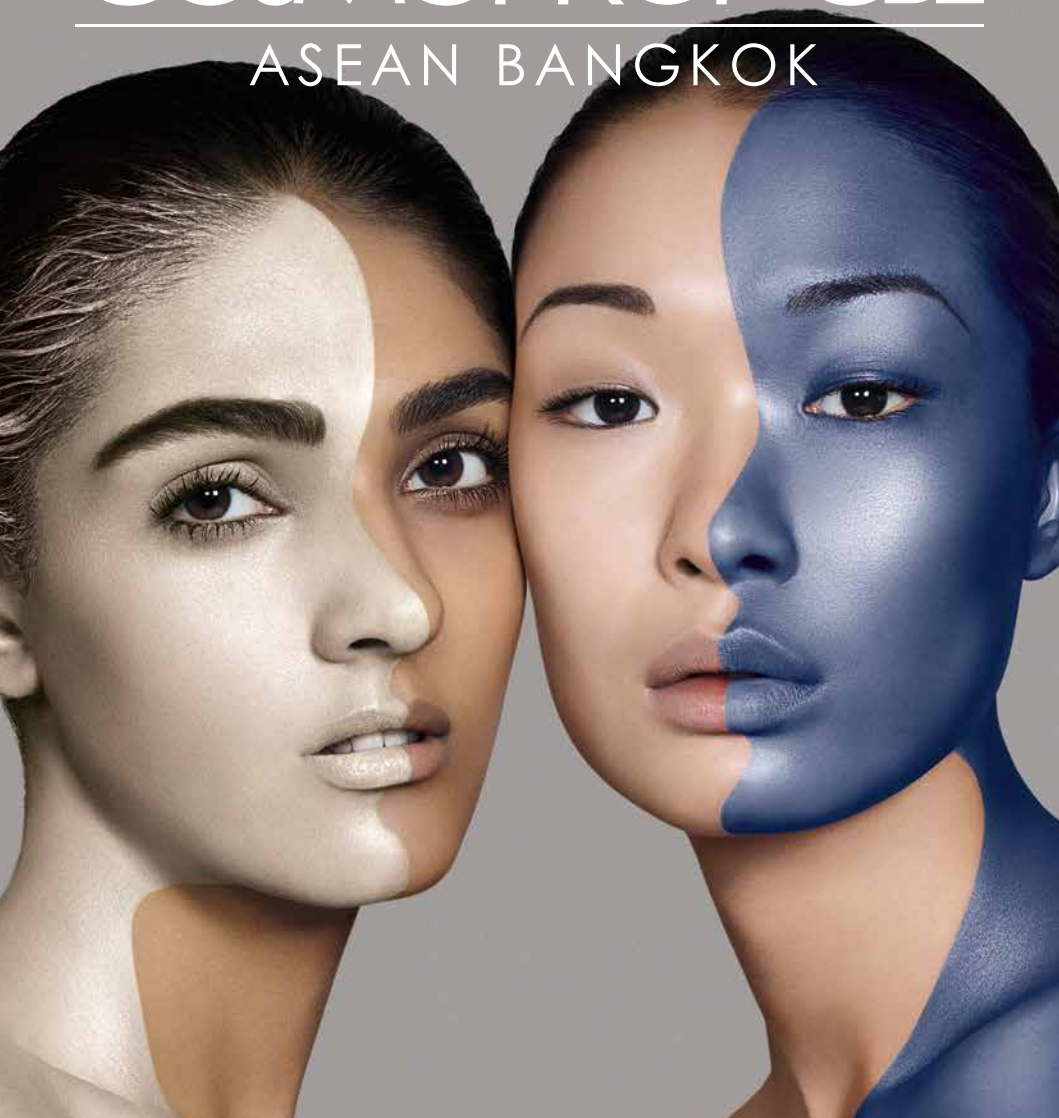


COSMOPROF CBE

ASEAN BANGKOK



**2020
COSMOPROF
CBE ASEAN
BANGKOK**

17 – 19 SEPTEMBER

**IMPACT EXHIBITION
AND CONVENTION CENTER**



COSMOPROF CBE ASEAN A GATEWAY TO SOUTHEAST ASIA

Cosmoprof CBE ASEAN is the gateway to Southeast Asia's expanding beauty industry.

After six successful editions of Beyond Beauty ASEAN and five editions of ASEANbeauty, the **new alliance among BolognaFiere, Informa Markets and China Beauty Expo** will enrich the event by bringing new projects and business opportunities in the Southeast Asia.

Cosmoprof CBE ASEAN will represent the **fifth destination of the Cosmoprof network**, a 360° worldwide platform for the international beauty community, with shows in Bologna, Las Vegas, Hong Kong and Mumbai which all together involve over 500,000 professionals and 10,000 exhibitors from all over the world. **China Beauty Expo** is today the leading trade show in mainland China for the beauty industry.

Information about ASEAN market

10

members

ASEAN consists of **10 members** with **750 million** population, namely, **Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.**

\$6 → \$88

billion

Acceleration of **beauty eCommerce** in Southeast Asia: beauty eCommerce sales is projected to grow from **\$6 billion in 2015** to **\$88 billion in 2025.**

Thailand

Hub of ASEAN

Thailand is the **Hub of ASEAN:** Thailand's vibrant culture, hospitality and complete infrastructure make it an attractive regional hub.

AEC

ASEAN Economic Community (AEC) enable an easier movement of goods, services, investment, capital and people across the region.

\$10

billion

By 2020, it is estimated that Southeast Asia will have 10 billion dollars of more room to **grow in the beauty and personal care sales value.**

INFORMATION ABOUT COSMOPROF CBE ASEAN 2020

25,000
Sqm

800+
Expected number
of exhibitors

15,000+
Expected
number of visitors

Edition 1st Edition

Venue IMPACT Exhibition & Convention Center
Hall 9 – 12

Date 3 show days
17 – 18 – 19 September 2020
h. 10.00 am – 6.00 pm

Two areas The Show floor is divided into
two main areas: Branded Finished
Products and Supply Chain

EXHIBITORS & VISITORS PROFILES

Exhibitors by Product Sector

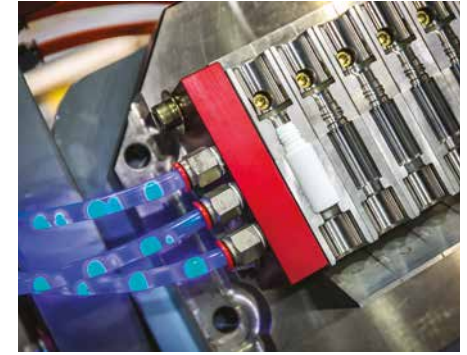
- Perfumery,
Cosmetics & Toiletries
- Natural & Organic
- Herbal Products
- Hair & Nails
- Beauty Salon & Spa
- Nutraceuticals &
Dietary Supplements
- Contract Manufacturing/
OEM/ODM/Private Label
- Machinery & Equipment
- Primary and Secondary
Packaging
- Ingredients & Laboratory

Visitors by Nature of Business

- Beauty & Cosmetics
Products Importers
- Distributors
- Traders
- Retail Chains
- Online Stores
- Manufacturers
- Brand Owner/ Developers
- OEM/ODM Suppliers
- Marketing

Expected International exhibitors from

ASEAN
Australia
China
Europe
India
Indonesia
Japan
Korea
Philippines
Taiwan region
USA





BRANDED FINISHED PRODUCTS

BRANDED
FINISHED
PRODUCTS

This area aims to **connect brands with distributors and retailers.**

Visitors of this area are Beauty & Cosmetics products Importers, Distributors, Traders, Retail chains and Online stores.

Exhibits scope

- Perfumery, Cosmetics & Toiletries
- Professional Beauty Salon & Spa
- Hair & Nails
- Herbal Products
- Natural & Organic
- Nutraceuticals & Dietary Supplements

Cosmoprof CBE ASEAN is the ideal platform for all beauty professionals seeking to capitalize on the fast-growing beauty market in ASEAN. As the hub of ASEAN, Thailand is the absolute “gateway” to enter the Southeast Asia market. Take part in “Branded Finished Products” to gain easy access to distribution and retail channels in the ASEAN region.

Meet and network with ASEAN beauty professionals, exchange ideas and knowledge leading to business.

Special Area: *Beauty Made in Thailand*

It is a new area organized to give value and identity to Thai Beauty Industry. A new concept to attract international visitors to come to Bangkok to see and share Thailand through the famous Thai Beauty culture.



SUPPLY CHAIN



This area is dedicated to **the entire Cosmetics Industry Production Chain** and it helps to maximize your cosmetics business. Supply chain will focus on Manufacturing Technologies, Machinery, Packaging & OEM/ODM service for cosmetics, personal care products and will host companies representing the entire cosmetics supply chain.

Exhibits scope

- Contract Manufacturing/OEM/ODM/Private Label
- Machinery & Equipment
- Primary and Secondary Packaging
- Ingredients & Laboratory

Thailand's cosmetics industry is currently the biggest in ASEAN and ranks third in Asia after Japan and South Korea. Among the ASEAN countries, Thailand is the No. 1 OEM manufacturer for international cosmetics brands. Thai OEM cosmetics manufacturers are capable of producing premium quality products. According to the Thai Cosmetic Cluster, there are more than 762 cosmetics manufacturing plants in Thailand.

Exhibit at "Supply Chain" to find a serious business partner and be part of a comprehensive solution for the cosmetics industry. Gain exposure and find new buyers to set up global strategic alliances in Thailand and other ASEAN markets. Generate immediate **sales orders** and capture **new business leads**.



SPECIAL PROJECTS TO INCREASE YOUR BUSINESS

Cosmoprof CBE ASEAN is enriched by **special programs** to secure the presence of qualified buyers and distributors and to enhance business opportunities during the show.

**COSMO
TALKS** | **ONSTAGE**

**BUYER
PROGRAM**

Cosmotalks & Onstage

"Cosmotalks" will bring together industry leaders to participate in round-table discussions and talks to share their knowledge and insights. The agenda will be rich of practical, business-oriented seminars, trends forecast and market analysis.

"Onstage", the main stage of Cosmoprof CBE ASEAN, will host live shows, demo sessions and competitions.

Buyer Program

The Buyer Program is a project addressed to both international beauty professionals as well buyers from Thailand that encourages the connection between supply and demand of the cosmetic industry. The program is a successful platform combining trade show and tailor-made B2B meetings for those companies who wish to expand their business worldwide.

**COSMO
TRENDS**

**Match
&Meet**
By Cosmoprof CBE ASEAN

Cosmotrends

A free opportunity opened to all exhibitors who have innovative products to present. All submissions will be selected by an international trend agency and featured in the "Cosmotrends" report to be widely distributed to journalists, buyers and everyone interested in discovering the trends!

Match&Meet

This buyer-seller matching system helps exhibitors to pre-arrange B2B meetings with buyers during show days. Exhibitors may seek appointment with pre-registered buyers from around the world, and vice-versa.

Learn more at:
www.cosmoprofcbeasean.com

THE INTERNATIONAL PLATFORM

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Organizer – North American Beauty Events LLC

Bologna Fiere International Beauty Exchange **PBG**

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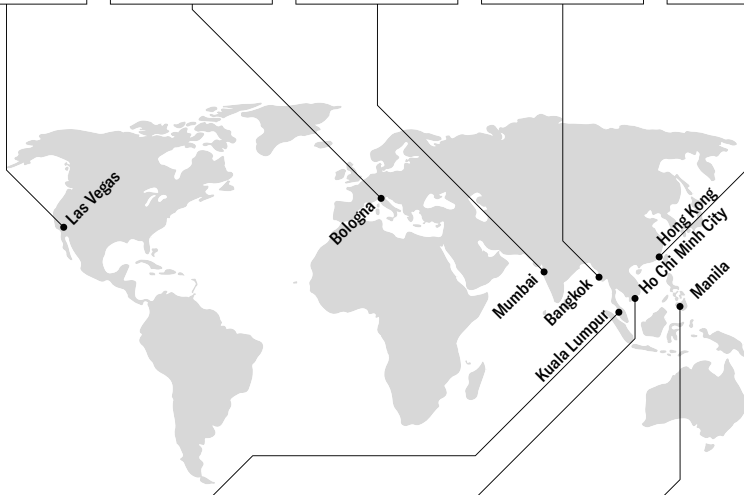
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