

DIGITAL WEEK

powered by **COSMOPROF ASIA**

9 – 13 NOVEMBER 2020

[COSMOPROF-ASIA.COM/DIGITAL-WEEK](https://cosmoprof-asia.com/digital-week)

Organiser
Cosmoprof Asia Ltd



informa **markets**

As of 9 Sep 2020

Introduction

COSMOPACK
ASIA HONG KONG
亞太區美容展

COSMOPROF
ASIA HONG KONG
亞太區美容展

Start your Digital Journey with **COSMOPROF ASIA!**

We mitigate the changes and challenges – Cosmoprof Asia is committed to empowering our exhibitors to achieve ambitious business goals via online channels including virtual platform, product showroom, website, social media, e-newsletters.

From **November 9-13, 2020**, Cosmoprof Asia is introducing its first-ever online event – **Digital Week**, offering international companies to participate and presenting online to worldwide trade professionals.

SAVE COST, NO TRAVEL & BE CONNECTED!

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How Digital Week could BENEFIT you?



BOUNDLESS & FLEXIBLE

Virtual events create boundless platform for you to participate and interact with potential contacts. Showcase your products, gain visibility and network without physical boundary.



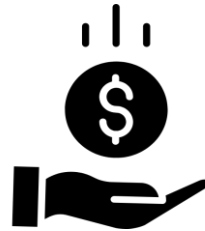
GENERATE LEADS & DATA INSIGHTS

You know who are interested in your products and could track all the contacts. Data behind the matching activities allow you to leverage for further insights and nurture into hot leads.



INCREASE BRAND AWARENESS

Variety of virtual events happen in the digital week would drive global web traffic. Round-the-clock online exposure provides your brand broader visibility to a larger community and thus the opportunity to raise brand awareness.



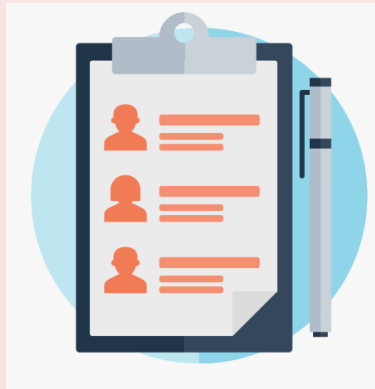
COST-EFFECTIVE

A cost-effective alternative with lower investment as a starting point while simulating a real trade show. You can expose to a global community of industry buyers, partners and professionals which getting together to network and experience the innovative virtual activities.

Leverage Cosmoprof Asia's strong network with your **VIRTUAL PRESENCE**



SHOWCASE
your Company &
Products
BOUNDLESSLY



COLLECT
business **LEADS** online &
nurture into
OPPORTUNITIES



MEET
& Virtual networking
at **DIGITAL WEEK!**

One stop E-SOURCING platform

THE AVANT-GARDE BEAUTY SUPPLY CHAIN



WHOLE LINE-UP OF FINISHED PRODUCTS



A complete array of DIGITAL EXPOSURE

Benefit from the strong online and social media network of Cosmoprof Asia, to reach your potential buyers and expand your business network!

The collage features several key elements:

- Facebook:** A screenshot of the Cosmoprof Asia Facebook page showing 19,535 followers. The text includes "#ShopWithExpert" and a post about a "Beauty Hunt" by Bart Verheyen.
- LinkedIn:** A screenshot of the Cosmoprof Asia LinkedIn profile showing 1,555 followers. The text includes "Cosmoprof Asia official LinkedIn" and "Cosmoprof Asia official LinkedIn".
- Website:** A screenshot of the Cosmoprof Asia website showing "The prestigious B2B Beauty Event in Asia-Pacific" and "Registration". It also features the text "WHAT IS COSMOPROF ASIA" and "Cosmoprof Asia is the leading international beauty trade show in Asia-Pacific".
- Instagram:** A screenshot of the Cosmoprof Asia Instagram profile showing 5,258 followers. The text includes "Cosmoprof Asia" and "Official IG".
- YouTube:** A screenshot of the Cosmoprof Asia YouTube channel showing 65K views. The text includes "Cosmoprof Asia" and "Official YouTube".
- Database:** A screenshot of a database showing 200K professional audience. The text includes "Database" and "200K Professional audience".
- WeChat:** A screenshot of a WeChat post showing 19,131 fans. The text includes "WeChat" and "19,131 fans".
- e-Newsletter:** A screenshot of an e-newsletter showing a 33% average open rate. The text includes "e-Newsletter" and "33% average open rate".

Powerful audience WORLDWIDE

Reach over 200K professional audience from Cosmoprof Asia - the leading international beauty trade show in Asia, representing all beauty sectors.



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ASIA HONG KONG
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**Enjoy
Round-the-clock Exposure
In Cosmoprof Asia
Online Platform**

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Enjoy ROUND-THE-CLOCK exposure in **Cosmoprof Asia** online platform



1. **DIGITAL WEEK OFFICIAL WEBSITE**

2. **MATCH&MEET BUSINESS MATCHING**



3. **WECHAT LEAD COLLECTION APP**

4. **E-NEWSLETTER / BLOG**

5. **SOCIAL MEDIA CHANNELS**



The round-the-clock exposure is included in the Digital Week package, offering extensive promotion and exposure!



1. Digital Week official WEBSITE

www.cosmoprof-asia.com/digital-week

- **Product Showroom & Brand Listing**

Display your best products online at Cosmoprof Asia Digital Week website. Upload your brand and product information to increase chance of being searched by potential buyers.

- **Online Exhibitor Listing**

Each exhibitor enjoys one free listing on Cosmoprof Asia Digital Week Exhibitor Listing. Buyers can use this tool to view your company introduction.

- **Catalogue & Video**

Exhibitor can upload product catalogue and video.

NAMFIELD MEDICAL TECHNOLOGY LTD	ERLIN	ERLIN
PRODUCT CATEGORY: Equipment for Beauty Salons Laser & IPL Equipment...	PRODUCT CATEGORY: Skincare Products for Professional Use Skincare Pr...	PRODUCT CATEGORY: Skincare Products for Professional Use Skincare Pr...
DISTRIBUTED BY: Namfield Medical Technology Ltd	DISTRIBUTED BY: ERLIN	DISTRIBUTED BY: ERLIN
HALL: Hall 3E	HALL: Hall 3E	HALL: Hall 3E
STAND NO: 3E-F6A	STAND NO: 3E-Q11C	STAND NO: 3E-Q11C
+ MY LIST	+ MY LIST	+ MY LIST
FIND OUT MORE	FIND OUT MORE	FIND OUT MORE

BACK TO LIST OF EXHIBITORS

intercos GROUP

COUNTRY/REGION: USA
VENUE: HKCEC
HALL: Hall 1E
STAND NO: 1E-K4A
SECTOR: Perfumery, Cosmetics & Toiletries
CATEGORY: Medical Beauty Products / Services & Equipment|Skincare Products for Professional Use|Skincare Products for Retail|Hair Care Products & Treatment
BRAND(S): SkinVitali, Retuma

[+ ADD TO MY LIST](#)

WE MAKE BEAUTY. BETTER.

Intercos Group is a global innovation company specializing in color cosmetics, pencils, nail lacquers, skincare and personal care. Since 1972, Intercos has been creating, developing & manufacturing cosmetics for the world's biggest brand names. Intercos is the only cosmetic manufacturer to offer the same high quality standards and technology with a global presence and local approach with sales & marketing offices, laboratories and production facilities in Europe, Asia, North and South America.

[f](#) [in](#) [v](#) [d](#)

Image for reference only

2. MATCH&MEET business matching

Match&Meet - the signature online buyer-supplier business matching system exclusive offer to Cosmoprof Asia Digital Week exhibitors to enjoy seamless and multi-functions.

NEW FEATURES & UPGRADED!



SHOWCASE
your product photos,
video and information



CONNECT
with potential buyers
who show interest



SCHEDULE
virtual meetings for
digital week



MEET BUYERS
by video call
at digital week!

2. MATCH&MEET business matching

Feature highlights:

- ✓ Exhibitor profile management
- ✓ Buyer searching by multi-filter
- ✓ Raise meeting request
- ✓ Pre-set your meeting agenda
- ✓ Live chat with buyers
- ✓ Virtual video meeting
- ✓ Lead generation report
- ✓ Post event analytics report



MATCH&MEET business matching features are included in the Digital Week package. Multiple user account can be added on paid basis to suit your needs!



3. WECHAT lead collection app

WeChat – Lead Collection App targeting China audience

Online Exhibitor Listing

Bookmark Exhibitors
and Events

Product Filters for Browsing

Match and Connect

Instant Chat on WeChat

Find “My Preference”

Featured Zone

New Section for Brand Listing and Product Catalogue



Image for reference only



4. E-newsletter & Blog

E-newsletter & Blog promotion

Actively promote Digital Week to Cosmoprof Asia's strong database with **200,000** trade professionals



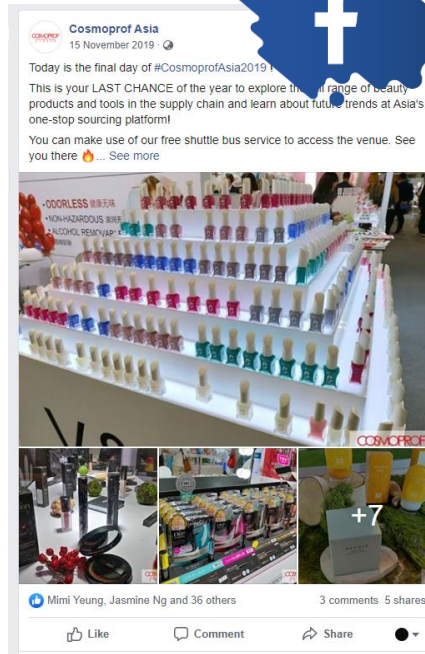
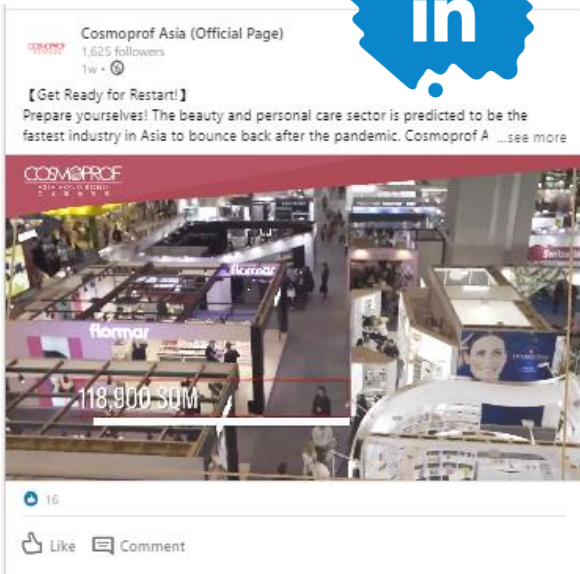


5. Social Media Channels



Social Media Exposure

Riding on Cosmoprof Asia's extensive social media promotion, amplify your presence at Digital Week!



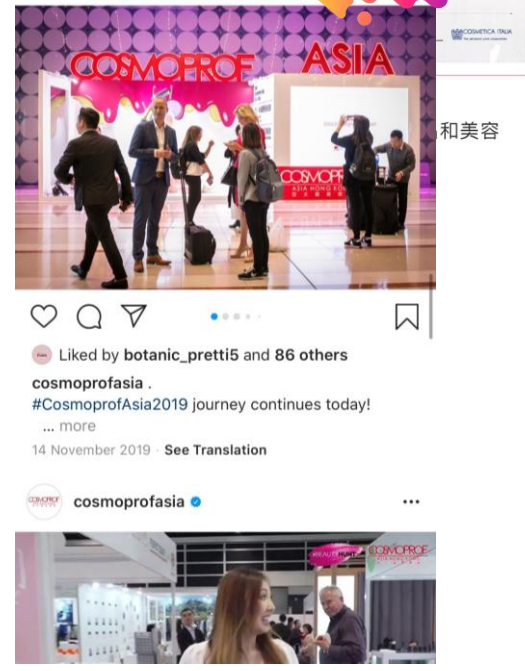
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24个国家地区展馆强势列阵，尽显国际特色！

亚太区美容展 CosmoprofAsia香港展 2019-10-31



3 Key values:

- **Lead Generation**
- **Knowledge Sharing**
- **Engagement & Insight**

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LEAD GENERATION

Present your brands and products on the business matching platform powered by Cosmoprof Asia; find your potential business partners with intelligent search functions; reach out proactively and meet them in virtual rooms!

KNOWLEDGE SHARING

Attend Cosmotalks virtual series to learn from experts and industry leaders on product trends, market watch and regulations; download market reports from resources room and meeting international media at the e-media room.

ENGAGEMENT & INSIGHT

Engage and gather industry professionals at the Cosmo Virtual Stage; influencers to present new products and masters to show the latest hair and makeup styling; attend relaxing session to recharge energy.

GO VIRTUAL!

We engaged buyers with the RICH CONTENT!

**COSMO
TALKS**

The virtual series

Experts and industry leaders will share their knowledge on product trends, market watch and regulations.

**COSMO
VIRTUAL
STAGE**

Hosting hair & nail creations, makeup techniques, beauty treatments and presentations of innovative products.

**COSMO
TRENDS**

The online guide collecting the latest innovations presented by Digital Week exhibitors.



Meet our Beauty influencers to discover what's new and hot ideas in make up, products and tools

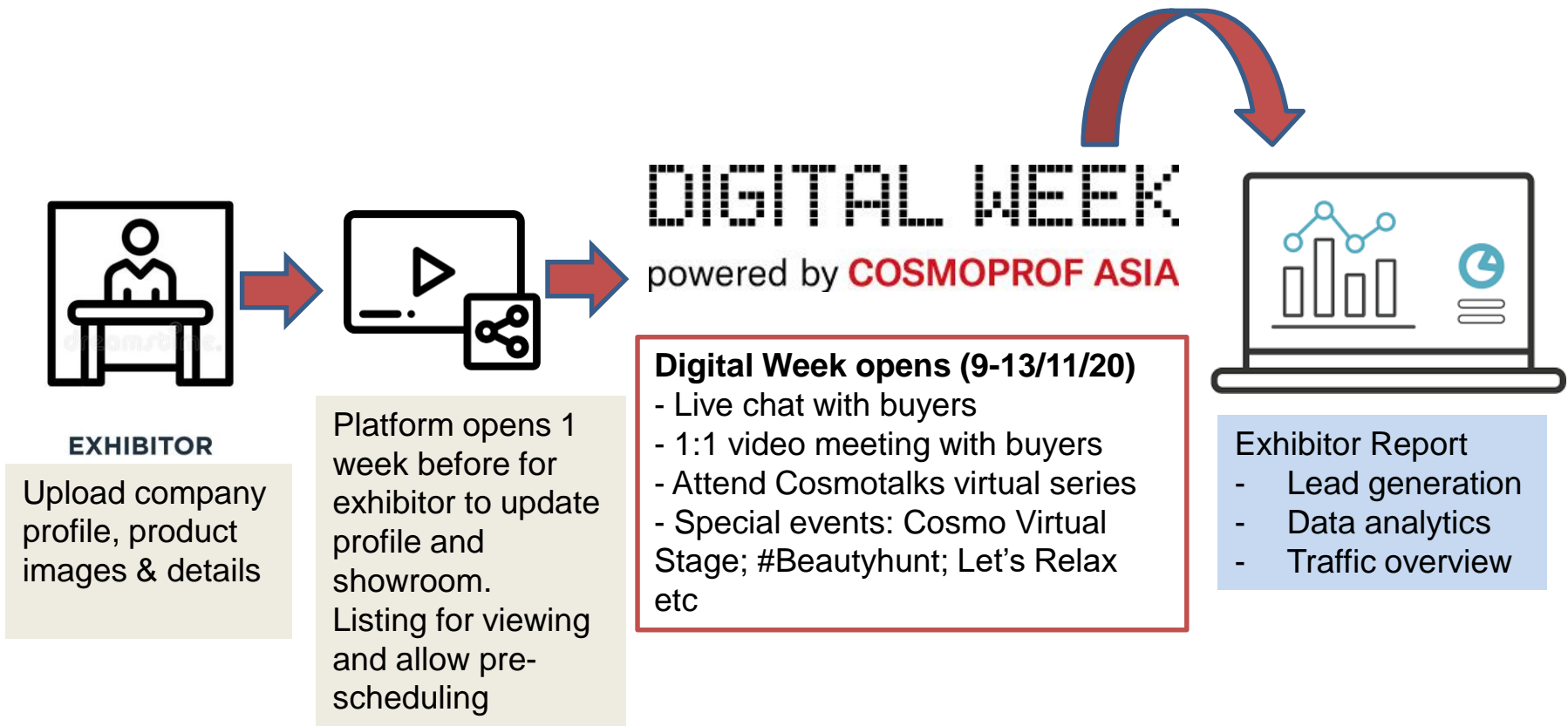
More to come...

How Digital Week Works?

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Exhibitor matching & lead generation JOURNEY



Info as of 7/9/20

How Cosmoprof Asia recruits INTERNATIONAL BUYERS for the Digital Week?

International promotion includes:

- Advertising in leading magazines and online platforms
- Banner promotion
- eNewsletter to visitor database
- Telemarketing
- SMS
- Influencers/KOL promotion
- Wechat promotion
- Social media (Facebook, Instagram, Wechat, Weibo, YouTube)
- Press release



International buyers from the regions will be invited to join the the NEW Cosmoprof Asia **VIP Buyer Programme** to participate in Digital Week

Digital Week PACKAGE

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	ITEM	STANDARD	PREMIUM	PRESTIGE	ELITE
1	Company listing	Standard	Standard	Standard	PRIORITY *
2	Matching platform login	1 user	2 users	3 users	4 users
3	Product showroom image	6	9	12	15
4	Brand listing	•	•	•	•
5	Live chat	•	•	•	•
6	1:1 Video meeting	•	•	•	•
7	Social media post x 1			•	•
8	Lead generation eDM x 1				•
9	Press release x 1				•
	PACKAGE RATE	USD 2,500	USD 3,000	USD 3,500	USD 5,000

* subject to availability

Advertising and Sponsorship Opportunities are also available. Contact us to learn more!

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CONTACT US TO LEARN MORE!

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Organiser - Cosmoprof Asia Ltd



informamarkets

THE ORGANISERS

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.