

HONG KONG

12 – 14 NOVEMBER 2024

ASIAWORLD-EXPO

COSMOPACK ASIA

13 – 15 NOVEMBER 2024

HONG KONG CONVENTION  
& EXHIBITION CENTRE

COSMOPROF ASIA

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## THE EVOLUTION OF BEAUTY IN ASIA PACIFIC AT COSMOPROF ASIA 2024

6 September 2024 – The beauty industry’s exceptional growth and exciting trends continue to soar worldwide, but to get under the skin of the hugely influential Asia-Pacific market, industry professionals unite at global meeting point **Cosmoprof Asia**, the world’s annual meeting ground for successful business, inspiring learning and invaluable networking.

From **12 to 15 November 2024**, the unmissable B2B event will gather the industry’s elite players to showcase the latest beauty technology, innovations, insights and trends. **Around 2,800 exhibitors** are expected to showcase their products within **120,000 sqm of exhibition space, with around 90% of the space already sold**. The 27<sup>th</sup> edition is an essential date for stakeholders interested in doing business in dominant markets such as China, Japan and Korea, where new consumer habits and distribution solutions are radically transforming the market.

**Around 80,000 attendees** are expected to visit **Cosmopack Asia 2024, scheduled from November 12 to 14 at AsiaWorld-Expo**, and **Cosmoprof Asia 2024, held from November 13 to 15 at the Hong Kong Convention and Exhibition Centre**. In addition, **18 international groups and country pavilions** will present their market’s most inspiring brands and products, offering valuable snapshots of their countries’ main trends.

### A COMPREHENSIVE SHOW ACROSS TWO LOCATIONS

The only show in Asia that attracts the best packaging suppliers, manufacturers and international brands, the double location show is renowned as *the platform for finding new innovative technology, discovering new products and experiencing new trends*.

**Cosmopack Asia** will showcase the best solutions in the supply chain, from raw materials and formulation, machinery and solutions for automation and packaging, and private label to contract manufacturing. Among the exhibitors already confirmed are Bararal, Berlin Packaging, B. Kolor MAKEUP and SKINCARE, FSKOREA, HCT, INCA, IL Cosmetics, JM, KOLMAR Cosmetics, Marchesini Group, MPLUS, OMNICO, Nest Filler, Sanwa WINGS, Schwan Cosmetics, SHEENCOLOR, TJ ENTREPRISE, WOOJUNG.

Meanwhile, finished product segments will be showcased at **Cosmoprof Asia**, encompassing leading companies in Beauty Salon & Spa, Cosmetics & Toiletries, Hair, Nail & Accessories, and Natural & Organic. BEAUTYSKY, Bellabaci, CHRISTINA, DEPEND, DERMAFIRM, EVENSWISS, GESKE, HENGZHUO, INDIBA ASIA, Keystone, LABORATOIRES ALTACARE, NUOVA FAPAM, OYESTER, RUDE COSMETICS, SILVERFOX, VAGHEGGI Fitocosmetici, and WISH pro are just a few of the leading companies that will exhibit.

**For first-time exhibiting companies, Zoom on Beauty is an all-inclusive program** specially designed to enhance visibility for smaller brands with a limited product range.

Following significant investment in their signature Hosted Buyer Programme, Cosmoprof Asia will invite **approximately 500 important hosted buyers** to the event, facilitating connections among beauty professionals worldwide. They will represent the region’s best-performing beauty markets: ASEAN, China, Hong Kong, Japan, South Korea, USA and Europe.

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#### SPOTLIGHT ON TRENDS: SPECIAL HIGHLIGHTS AT COSMOPROF ASIA

Every year, Cosmoprof Asia showcases the region's most influential segments.

**Beauty Supplements**, highlighting the global trend of beauty from within. China, Japan and Korea lead Asia-Pacific's sales and development in the sector with the expected development of natural and efficient products. **Male grooming** is another impacting trend in Asia, led by fragrances, skincare and men's color cosmetics, and, according to EUROMONITOR INTERNATIONAL, 2024's sales value is expected to grow by 4.6%. **The fragrance** segment is performing well worldwide, and in Asia Pacific, the market is expected to reach USD 6.1 billion by 2029, at a CAGR of 5.4% from 2023 to 2029. **Beauty Tech** is significantly contributing to increased sales and elevated customer engagement for beauty brands, and the region boasts a substantial presence of startups, forward-thinking IT companies, and cutting-edge technology service providers.

#### BE SUSTAINABLE WITH BEAUTY

**Sustainability** remains a key topic at **Cosmopack Asia**, and this year, a special initiative will highlight the most eco-conscious companies and products featured on our show floor. Thanks to the support of technical consultants, quality suppliers with high-level sustainable solutions will be shortlisted among all exhibitors with the aim of creating a Cosmopack Asia exclusive sustainable e-book for brands, media and manufacturers sourcing for innovative sustainable solutions.

#### SIGNATURE PROJECTS AND NEW INITIATIVES

Cosmoprof Asia is renowned for engaging initiatives, updates and inspiration.

A preview of the future of the beauty industry in the region will be showcased during the ceremony announcing the **Cosmoprof and Cosmopack Asia Awards**, celebrating innovation and excellence in products, packaging design and formulation, with finalists benefitting from extra visibility through dedicated promotions. The **CosmoTrends report** will provide an overview of the actual trends in the Asia Pacific area, helping guide trend scouters, retailers, influencers and press interested in discovering the most valuable products on the show floor. Inspirational content will characterize **CosmoTalks**, the conference programme that gathers top experts and the most iconic voices of the beauty industry to update attendees on the latest trends and insights.

The spotlight event at Cosmopack Asia will be the interactive installation **CosmoLab** developed in collaboration with OPAL. The exhibit will showcase how AI technology enhances hair and scalp care, offering personalized and effective solutions.

Finally, **Cosmo Onstage** will provide a platform for live product demos, competitions and performances by makeup artists, nail and hair stylists.

The fair is open for pre-registration now. Visitors can [register here](#) to save HKD420 registration onsite.

To discover more, please visit <https://www.cosmoprof-asia.com/>

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**NOTES TO EDITORS:**

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#### ABOUT THE ORGANISERS:

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

#### ABOUT BOLOGNAFIERE GROUP ([www.bolognafiere.it](http://www.bolognafiere.it))

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. The Cosmoprof platform extends worldwide, with events in Bologna, Hong Kong, Las Vegas and Mumbai (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). The fifth destination of the network, **Cosmoprof CBE ASEAN**, in Thailand, focuses on the cosmetic industry in Southeast Asia. The Cosmoprof platform is reinforcing its influence in the US with the launch of **Cosmoprof North America – Miami** in January 2024.

#### ABOUT INFORMA MARKETS ([www.informamarkets.com](http://www.informamarkets.com))

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest-growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami 2024 that serves the Americas, North and South America and the Caribbean Islands Region. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days a year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).