Global Fusion

Cosmoprof Asia 2014 Attracts International Audience

Cosmoprof Asia 2014, which was held on 12-14 November at the Hong Kong Convention and Exhibition Centre, attracted close to 60,000 visitors from all over the world. China, Korea, Taiwan, Thailand and Japan were the top five Asian sources of visitors outside of Hong Kong. International attendees accounted for 64% of the total attendance with 38,069 visitors from 93 non-Asian countries. The strong international turnout was underlined by the big increase in representation from the USA and European countries such as Belgium, Denmark, Hungary and Sweden – together with emerging countries such as Indonesia, Myanmar, South Africa and Turkey.

The international flavour of Cosmoprof Asia 2014 was confirmed by the 22 national and group pavilions. The international presence was further enhanced by the 8th International Buyer Programme which lined up more than 110 one-to-one meetings for some 100 exhibiting companies with selected buyers from China, India, Japan, Russia, Turkey and the UAE. In terms of exhibitor number and size, it was the biggest ever show – 2,362 exhibitors from 42 countries and regions covering in excess of 81,500 square metres of exhibition space.

Exhibitors reported excellent results and were extremely impressed by the business opportunities in Asia.

Good for business

“Cosmoprof Asia is a doorway to all Asian markets, people from across Asia and all over the world fly over here to look for new products. We are exhibiting here for the first time as we are looking to get more exposure to the Asian market. We have a non-stop flow of clients, potential franchisees and stockers who are important for our products,” says Chris Bonnefoy, Director of Gentleman’s Tonic (Hong Kong). These sentiments were echoed by many other exhibitors at the show. Jason Kim, General Manager of A True (Korea) told the organisers, “We are aiming to expand our products to the Asian market.”

The 3-day show offered a wide variety of events, demonstrations, seminars as well as new exhibition area catering to the wide spectrum of beauty and cosmetics sector.

Debuting new zone

It was the first year that Cosmoprof Asia launched the “Spot On Beauty” area, the new launch pad for innovative beauty brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care. 146 brands from 17 countries and regions participated. 70% are new exhibitors including Black Paint – Miyuki Co., Ltd (Japan); INTERCOSMETICS srl (Italy) and the Lotus (Korea). Another new section was “Prestige Avenue” - an open lounge area within the Cosmetics & Toiletries sector for high-end and well established brands in cosmetics, skincare, nail, hair and personal care.

The extensive product showcase was further enlivened by “International Nail Days”, a 3-day programme connecting nail professionals and promoting knowledge exchange. Famous nail artists and industry experts from Japan, Korea and France shared with audience their know-how as well as the latest color trends, texture and technology in their respective country.

Finally, the Hong Kong Professional Nailist Union Competition 2014, organised by the Hong Kong Professional Nailist Union gathered 230 operators from China, Hong Kong, Japan, Korea, Russia, Singapore, Taiwan and USA to compete in 8 categories.

The next edition of Cosmoprof Asia will take place in Hong Kong on 11-13 November, 2015. SS