



## Cosmoprof Singapore: A Winning Bet



The organizers of the various **Cosmoprof** events around the world could probably have done without this new challenge when they decided a few months ago to transfer their event from Hong Kong to Singapore. Indeed, it was not an easy task to replicate the exceptional success of **Cosmoprof** Hong Kong. Yet, despite these difficulties, the challenge was taken up and made a success. With more than 1,200 exhibitors and more than 21,000 participants coming from 103 countries, this new edition, held November 16-18, went particularly well. Noteworthy in particular, is the ever-increasing number of Korean companies

, both in terms of brands and suppliers, and the ongoing momentum of Asian packaging manufacturers.

"Our strategy in Asia, with our partner Informa, remains unchanged and as dynamic as ever," explains Enrico Zannini, director of **Cosmoprof** WorldWide at BolognaFiere **Cosmoprof** Spa. "Let me remind you that our September edition in Mumbai, India, also went very well with companies from 42 different countries participating. The results were also very good in Bangkok, Thailand, even though the venue was located outside the city. Next year we will be based downtown. As for the relocation to Singapore, due, as you know, to the difficulties linked to the health crisis in China and Hong Kong, we have already announced that we will be returning to Hong Kong next year."

### **Packaging: A Crisis? What Crisis?**

As for packaging manufacturers present at the first edition in Singapore, the mood was one of satisfaction. For the Italian company Brivaplast

, which specializes mainly in the manufacture of mascaras and which also has a factory in China, 2022 will be a record year with more than 80 million pieces produced, all production units combined. "In a few years, we will have doubled our production capacity," explains Toni Cappellazzo, sales director.

It should be noted that the Chinese factory produces little for the Chinese domestic market, but mostly for the U.S. market (70%) and the remainder for Europe. The main challenge for Brivaplast, as for many other packaging companies in the sector, is environmental issues, with the use of recycled and recyclable materials. At the end of 2021, Brivaplast acquired the Italian company Metal Tech, which allows the company to be active in the field of metallization, lacquering and varnishing, and the recent opening of sales offices in Los Angeles.



The Italian company was also awarded a gold medal by Ecovadis, an organization that assesses criteria on the environment, ethics, labor practices, human rights and sustainable sourcing.

Chiang Pao, a Taiwanese manufacturer (mostly specialized in compacts), also sounded the same positive note. This year, its two factories will generate a turnover of \$50 million, with customers mainly in the U.S., Europe and the UK.

For Jean-François Harpes, CEO of IL Cosmetics, a company headquartered in Luxembourg (100 million Euros in revenues, 650 employees) that produces nail polish, but also makeup products, demand increased so much (+30% for both nail polish and makeup) that the manager had no other choice than to open next year, in addition to Poland, a second filling center in Bulgaria.

"Our strategy at the moment is to expand further into the U.S.," he explains. "India is also growing rapidly." His main concern, however, is the rising cost of raw materials, with a 50% increase in two years.

#### **Innovate...Innovate**

For Renaud P. Baker, general manager of the Korean company Hana Innovation America Inc., the time is more than ever for innovation. He says the company's new line of "Eco" atmospheric pumps, is a huge success because it is made of 100% polypropylene and therefore entirely recyclable. In fact, a new plant that was built last January just a few minutes from the Group's main plant is entirely focused on its production.

#### **The United States Is the Driving Force**

More than ever, the United States is the driving force behind the global beauty packaging sector. As proof, the commercial successes in the U.S. of Chemicos (300 staff, three factories in Korea and one in Japan), which was specialized at first in the manufacture of eyeliners, has now diversified its activities in other areas of beauty packaging (lipsticks, lip gloss, etc.). The U.S. is the second-largest market for Chemicos, after Japan.

If there is a dynamic that never weakens in terms of innovations, it is definitely airless systems. Among these, is the glass model developed a few months ago by the Italian company Baralan, which showcased, among others, its first airless system in which the product is directly in contact with the glass thanks to the use of a stretched glass bottle whose surface evenness allows a perfectly tight motion of the inner piston used to deliver the product.

The Korean manufacturer FSKorea is also innovating with the presentation of its new makeup brush, GoBrush. "This is an almost revolutionary brush that is very easy to disassemble," explains JK Hwang, president, "and which thus makes it very easy to recycle the different parts that make it up, whether it is the ferrule which is made of aluminum or the structure which holds the fibers, the sleeve etc. Note that there is also no glue to hold the fibers. The consumer can disassemble it very easily and thus dispose of the components in the various containers provided for this purpose."

Also evident at the show was the strong presence of two Korean companies Nowcos and Hwa Sung, on a common stand, the result of a merger. Nowcos is one of the leading South Korean suppliers of cosmetic products, particularly in the field of foundations. Hwa Sung is one of Korea's leading eyeliner manufacturers.

Among other features, the glass bottle manufacturer Heinz Glas put forward its coating technique to cover the bottle with an invisible protective film meant mostly to eliminate micro-organisms such as bacteria and viruses. This protective film allows for the safe handling of bottles. The sprayed coating destroys 99% of Staphylococcus aureus and Escherichia coli pathogens within one hour and more than 99% of coronaviruses within



24 hours. Environmentally speaking, this coating is water-based and uses no nanoparticles and naturally harmful biocides. In addition, the "self-cleansing" quality of the glass saves the use of disinfectant. This type of finish is resistant to abrasion, alcohol and water.

### **An International Event**

General agreement was that this Singapore edition was a success—especially since nothing had happened for three years following the successive postponements of the Hong Kong event.

"The success of **Cosmoprof** and Cosmopack Asia this year was also due to the support we received from this country," explains David Bondi, senior vice president—Asia, Informa Markets and director of **Cosmoprof** Asia Ltd. He adds, Singapore's international access and global security, as well as the support of the Singapore Tourism Board and Singapore EXPO were key.

In addition, the show's organizers said, "It was great to see **Cosmoprof** Asia once again bringing together members of the global beauty community, introducing the most exciting trends, unveiling the latest innovations and providing an engaging platform for networking and new business development."

Organizers say the show will be returning to Hong Kong in 2023 (November 14-17). "Exhibitors are asking for it," they said.

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