

## COSMOPROF ASIA SPECIAL EDITION 2022: A SUCCESSFUL EVENT IN SINGAPORE

Singapore was the venue from 16th to 18th November 2022 for a highly successful 2022 Cosmoprof Asia



More than 20,000 attendees (21,612 to be precise) from 103 countries and regions came together in Singapore to focus on the future of beauty in the Asia Pacific region. After three years of closure due to the Covid pandemic, this was the first event to bring the industry together, with the top ten countries of origin being Singapore, Indonesia, Malaysia, South Korea, Philippines, Thailand, Vietnam, Hong Kong, India and Australia.

### PIONEERING PRODUCTS AND SERVICES

Cosmoprof Asia Special Edition presented pioneering products and services from 1202 exhibitors from 46 countries and regions to retailers,

distributors, wholesalers, finished product manufacturers and suppliers, owners of beauty salons and hairdressing salons. The exhibition area covered about 50,000 sq.m.. Mainland China, Korea and Italy were the most represented countries. The event also offered a wide global perspective on the main beauty trends, thanks to 18 national and group pavilions, from Australia, California, France, Germany, Italy, Japan, Korea, Mainland China, Malaysia, Poland, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, UK and Global Shea Alliance (from the 5 West African

countries of Benin, Burkina Faso, Ghana, Mali and Togo). The central element of success of the event is undoubtedly the support given by the institutions to Cosmoprof Asia 2022 - Special Edition. The welcoming offer of accommodation of Singapore for foreign visitors was incentivized by the activity of the Singapore Tourism Board and the Singapore Exhibition and Convention Bureau. The other organizations that contributed to the organization of the event included Business France (France), California Trade Alliance (USA), Federation of Malaysian Manufacturers (Malaysia), Global Shea Alliance), the



Department of Trade of Guangdong (China), ICEX Trade and Investment (Spain), IKMIB (Turkey), the Italian Trade Agency (Italy), Landesmesse Stuttgart (Germany), Overseas Fair Division (United Kingdom), Polcharm (Poland), Specialists in Wellness Association Singapore (Singapore), Switzerland Global Enterprise (Switzerland), Taiwan Cosmetics Industry Association (Taiwan), Taiwan Packaging Association (Taiwan), the Japan External Trade Organization - JETRO (Japan) and the Korea Investment Promotion Agency - KOTRA (Korea). In the words of Enrico Zannini, General Manager of BolognaFiere Cosmoprof, "Cosmoprof Asia Special Edition in Singapore, the first appointment for the trade of the Asia-Pacific region after almost two years, is the best occasion for the cosmetics industry to analyse the new business conditions of the area and rethink the future strategies. As the organizer of Cosmoprof events all over the world. Our objective is to continue offering support to operators interested in evaluating the trends and the needs of the market to better adapt to the current scenario." David Bondi, Senior Vice President - Informa Markets Asia and Director of Cosmoprof Asia Ltd. Said that, "Cosmoprof and Cosmopack Asia are finally back to the in-person format of the event, offering exhibitors and operators from all over the world a safe place where to meet suppliers, test out new products in person and learn about the most interesting trends in the region." 230 selected buyers, mainly from Australia, the ASEAN countries, India, Korea, Japan, Europe, the Middle East and the USA, made up the Cosmoprof Asia 2022 Buyer Programme. More than 2200 scheduled meetings between suppliers and companies with common interests were arranged through the AI-driven Match & Meet platform, which once again proved to be one of the most appreciated services for buyers and exhibitors, increasing chances for the development of new commercial partnerships.

#### EVENTS AT COSMOPROF ASIA 2022

AS well as innovative products and services, prime networking opportunities and high-achieving business tools, the Singapore event also offered special initiatives and projects enriching the experience of visitors and exhibitors. Over 1300 attendees took part in CosmoTalks, the educational programme. With 14 sessions, experts and analysts discussed sustainability, digital evolution and market strategies. The partners present include APSWC (Asia Pacific Spa & Wellness Coalition), Asia Cosme Lab, Beautystreams, Biorius, Business France, Cosmetics Design, CTFAS (The Cosmetic, Toiletry and Fragrance Association of Singapore), Ecovia Intelligence, Global Shea Alliance, Mintel, Rech24, Republic Polytechnic and re-sources. co, The CosmoTrends Report, an overview of trends among Asia-Pacific consumers, featured five prevalent trends spotted amongst the exhibitors; Biome Mania, Hair M-D, Skin Reset, Plump up the volume and Illuminators and highlighted notable brands and products anticipated to have the



strongest impact on consumers' habits in the region. The Cosmo Onstage demos showcased the successful N.A.I.L.S Beauty Masters Championship Asia 2022 on 18th November, organized by the Nailist Association for International Licenses (Singapore). More than 150 local and overseas nailists and beauty therapy professionals demonstrated their creativity and skills in nail art, make-up, SPMU and beauty services.

Cosmoprof Asia 2023 will return to its home venue of Hong Kong on the following dates:

Cosmopack Asia: 14th- 16th November 2023 (AsiaWorld-Expo)

Cosmoprof Asia: 15th - 17th November 2023 (Hong Kong Convention & Exhibition Centre).