

18 November, 2008

Record 40,000 attendance at Cosmoprof Asia 2008

The largest ever Cosmoprof Asia event attracts 22,000 international visitors

Concluding its 13th edition at the Hong Kong Convention & Exhibition Centre from 12 to 14 November 2008, Cosmoprof Asia underlined its position as the premier business-to-business beauty event by attracting 1,357 exhibiting companies (up from 1,265 in 2007) along with 39,467 quality visitors (6.4% increase on 2007 figure), including importers, distributors, hair and beauty salon owners and spas, as well as global beauty leaders.

Of the 39,467 industry professional visitors, 21,813 came from outside Hong Kong and 17,654 were domestic visitors, a 6% increase signifying that the majority of Hong Kong distributors, chain stores and beauticians visited the fair. China topped the list of overseas visitors with 6,726 visitors, a remarkable increase of 27%, followed by Taiwan, Korea, Japan, Thailand, Australia, the Philippines, the USA, Malaysia and Singapore. Strong double-digit growth were recorded in visitors from Thailand (+30%), Italy (+22%), Poland (+50%), France (+16%), Germany (+22%), Brazil (+67%), India (+13%), the Philippines (+21%), Vietnam (+42%), Malaysia (+10%), United Arab Emirates (+17%) and South Africa (+23%). The number of visitors from other major and established markets also increased moderately: Japan (+8%), the UK (+6%), Spain (+4%), the USA (+3%), Canada (+4%). Hundreds of trade and general press from across the world came to Cosmoprof Asia to spot the latest trends emerging from amongst this year's exhibitors and to report on the industry.

Co-organised by CMP Asia and BolognaFiere Group, Cosmoprof Asia is the most important forum in the Asia Pacific region and the world's second most important event after Cosmoprof Worldwide Bologna for the complete spectrum of beauty industry professionals from the cosmetics, wellness, spa, hair care, skincare, nail, product development and packaging industries. The 2008 fair occupied all the exhibition space at the Hong Kong Convention & Exhibition Centre and spanned over 50,300 sqm in this prestigious venue. Many new and innovative brands and industry leaders such as Alcan, HCP, Intercos, Rexam, Dermalogica, Dibi, Germaine De Capuccini, LPG, Babyliss, Lakme, Takara Belmont, Elcos, Asia Pacific, Bioline, Aska, Giffarine and many more had a prominent presence at the fair.

The OMC Asia Cup 2008, known as the Olympics of Hairdressing, was held for the very first time in Hong Kong, in conjunction with Cosmoprof Asia. Produced by OMC, the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Associations, the competition is devoted to both the fashion and technical aspects of hairstyling and attracted more than 300 competitors from China, Hong Kong, Korea, Singapore, Sri Lanka, Taiwan, Thailand and the USA. In front of an audience of more than 1,000 professionals, the 2-day tournament kicked off on 12 November and ended with a glamorous Hair Show and Awards Presentation the following day. Salvatore

Fodera (OMC World President) and Carmelo Gugliotti (OMC Global Director of Competition) said: "The OMC Asia Zone Cup was held in conjunction with Cosmoprof Asia 2008 as the exhibition presented an exceptional opportunity for business and networking where delegates could meet the right people with the right technologies, strategies and visions, all of which are essential for opening up new markets or increasing market dominance."

Cosmoprof Asia was also honoured with the prestigious AsiaSpa Awards, created in 2005 by AsiaSpa magazine in recognition of the sensational spa world that Asia is blessed with. At a glamorous gala evening on 13 November in front of the Asia Pacific spa industry, experts in the field of spa, healing and beauty from almost every country in Asia voted Cosmoprof Asia the "Best Spa Event of the Year".

To provide an outstanding opportunity for Asia-based finished products manufacturers to network with existing and potential suppliers, International BOD, Packaging & Full Service "Business or Dinner" was held on occasion of Cosmoprof Asia at the designer restaurant "Pierre" by legendary Parisian 3-star Michelin chef, Pierre Gagnaire. 64 international key players took part in this high-level invitation-only networking event at which Alexandra Harney, a reporter of over nine years for the Financial Times, contributor to the BBC and the Wall Street Journal, spoke on the most important consumer trends in Asia.

The next **Cosmoprof Asia** is scheduled to be held from 11 to 13 November 2009 at the Hong Kong Convention & Exhibition Centre which will offer an enlarged exhibition area upon the completion of the expansion of the centre.

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Notes to Editors:

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Some of CMP Asia's major trade shows:

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[Furniture China](#), the largest international furniture exhibition in Asia

[Cosmoprof Asia](#), the largest and most prestigious international beauty and health trade event in Asia Pacific

[APLF – Materials, Manufacturing & Technology](#), the most international exhibition serving the global leather industry

[Fashion Access](#), Asia's largest trade fair for handbags, travelware, footwear, leather garments and fashion accessories

[Tokyo Health Industry Show](#), Japan's leading show for the health products industry

[Marintec China](#), the largest and most important international maritime event in Asia

[Hotelex Shanghai](#), Asia's largest trade fair for the hospitality industry

[Intermach](#), the biggest and longest-running state-of-the-art machinery exhibition in Thailand

[Asia's Fashion Jewellery & Accessories Fair – June](#), the most professional and international fair of its kind in Asia

[Asian Paper](#), Asia's biggest show and conference for the pulp, paper and board business

[ExpoBuild China](#), the biggest group of events serving China's construction, building materials and interior fittings industries

[Tissue World](#), the premier exhibition and conference for the international tissue industry

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