

# cosmobeauté

16th Malaysia International Exhibition on  
Aesthetics, Beauty, Cosmetics, Hair, Nail, Spa & Wellness

## Malaysia 2021

THE LEADING  
TRADE  
EXHIBITION  
FOR BEAUTY &  
AESTHETIC,  
SPA & WELLNESS  
INDUSTRY FOR  
**16** YEARS

**1-4** | NEW  
Oct 2021 | DATE

Kuala Lumpur Convention  
Centre (KLCC), Malaysia  
**10AM - 7PM**

Co-located with:

**beautyexpo**  
Malaysia International Beauty Show

Organised by:

 **informa**markets

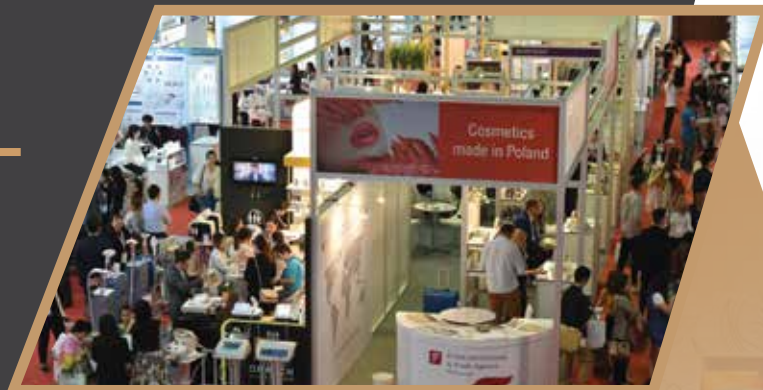
[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

# Where Beauty Meets Diversity

Cosmobeauté Malaysia is the leading beauty trade exhibition in Asia targeting professionals in the industry such as beauticians, aestheticians, manicure technicians, spa business owners, retailers and distributors of beauty products & equipment, e-commerce business owners and potential investors looking to start a business in the beauty industry. Cosmobeauté has been continuing its commitment to be the most proven sourcing platform for beauty trade professionals to explore business in the spectrum of Aesthetics, Beauty, Cosmetics, Hair, Nail and Spa & Wellness industry.

The 16th edition of Cosmobeauté Malaysia returns in 2021 as an essential platform for industry professionals to not only showcase their brands, products, innovations and technologies - but also discover and meet potential business partners to take their business to the next level.

**Cosmobeauté Malaysia 2021 will be held at Kuala Lumpur Convention Centre, Malaysia from 1 to 4 October 2021.**



## Show Information

Welcoming

**250**

exhibitors from

**12**

countries and regions



**3**

International pavilions



Korea



Singapore



Taiwan

**13,000**

visitors from

**38**

countries and regions





# Why Exhibit at Cosmobeauté Malaysia 2021



Forge new collaborations  
with key decision makers

Strategically located  
in the Asia Pacific region



Beauty market that  
grows at a rate of 10-15%  
per year

Well-facilitated  
exhibition centre



Leading halal beauty  
industrial evolution

Enhance your brand awareness  
and gain media exposure



Discover potential  
business partners through  
our business  
matchmaking program





## Beauty Workshop

Held alongside the exhibition are our beauty workshops that are meticulously designed to pique the interest of participating beauty industry players. Get empowered at Cosmobeauté Malaysia as our industry experts share their professional expertise and experience that will allow you to discover new beauty tips, industry knowledge, business opportunities, product recommendations and beauty trends.



## 9th Cosmonail Cup Competition

Cosmobeauté Malaysia continues to collaborate with International Nails Competition Association (INCA) in bringing an extravagant international competition for two categories: nail and eyelash & embroidery. The competition is specifically designed to put participants' skills to the test through stringent technical requirements while setting an international level of competition standards. The previous CosmoNail Cup competition was well-received by more than 310 participants from 9 countries including Thailand, Singapore, Taiwan, Japan and Vietnam. With the continuous support of beauty professionals from around the globe, there will be even more competition categories for participants to showcase their artistic potential and creativity!



# Beauté Meeting

We take pride in arranging successful meetings between potential trade buyers and exhibitors in every edition of Cosmobeauté Malaysia. Our Beauté Meeting is an exclusive business matchmaking program that helps to pre-arrange meetings and find potential business partners by connecting potential trade buyers directly with beauty & aesthetic salon owners, spa operators, distributors & retailers, e-commerce businesses, and prospective investors. Without additional fees, our dedicated team will help identify potential buyers, prepare a comfortable environment and set up the meetings for you.



## Beauty Legacy



More than just an exhibition - Cosmobeauté Malaysia also commemorates the efforts, sacrifices and dedications of beauty legends which paved the way to the revolution of Malaysia's beauty industry.



## Bumiputra Beautepreneur Tour

Cosmobeauté Malaysia 2021 is going to be another exciting year because Bumiputra Beautepreneur will be returning to grace Cosmobeauté Malaysia for the 5th time. The visit will be led by Aisya Zulaikha HasTua (Ambassador of Bumiputra Beautepreneur) along with participation of over 400 beautepreneurs from states of Malaysia such as Negeri Sembilan, Kedah, Perlis, Terengganu, Melaka and many more.

## Industry Forums & Seminars

Cosmobeauté Malaysia continues to gain the support of numerous associations in Malaysia such as Association of International Certified Aesthetician (AICA), Persatuan Anggun Menawan Malaysia (PAMM), Malaysian Association of Wellness & Spa (MAWSPA), Association of Malaysian Spas (AMSPA) and International Nails Competition Association (INCA). Their insightful forums and seminars will allow beauty professionals to discover the challenges and issues faced by various sub-sectors of the beauty industry, as well as to obtain knowledge on the latest beauty trends, happenings and solutions.



## Seeing Is Believing

Cosmobeauté Malaysia aims to empower visitors through several insightful programs including its exclusive makeup show. The 16th edition of Cosmobeauté Malaysia will be featuring numerous makeup gurus to inspire industry players with their talent and creativity.



## MAKEUP BOX

### Let the creative juices flow!

Cosmobeauté Makeup Box will also be graced by many talented makeup gurus to inspire keen visitors and aspiring artists with new makeup tips and tricks.



# Exhibitors' Profile

- Perfumery, Cosmetics and Personal Hygiene
- Health Food & Beverages
- Professional Care Product, Equipment & Solution for Beauty Salons
- Contract Manufacturing & Private Label (OEM/ODM)
- Medical Aesthetic Product & Equipment Product
- Natural Healthy Products
- Dietary Supplements
- Salon Furnishing Spa & Wellness Facilities
- Packaging & Processing Equipment
- Raw Materials
- Development and Design



# Visitors' Profile

- Beauty Salon & Spa Owners
- Hair & Nail Salons
- Distributors
- Aesthetic & Wellness Centers
- Wholesalers
- Importers
- Supermarkets
- Local Product Manufacturers
- Department Stores
- Beauty Schools
- Pharmacy & Chain Stores
- Hotels
- Fitness Centers / Clubs
- Bridal Studios
- Makeup Studios
- Trade Publications
- Retailers

# Exhibitors' Objectives

Source: Cosmobeauté Malaysia 2019 Post Show Report



91% Find new buyers



85% Find franchise partners/agents



89% Explore new markets



87% Launch new products



88% Brand-building

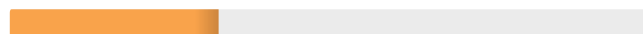


92% Collect market information

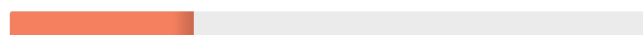


88% Consolidate contacts with suppliers/ business partners

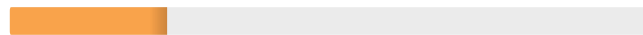
## Exhibitors' Primary Business Activity



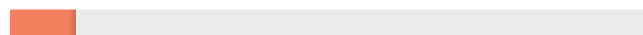
39.35% Professional Care Products, Equipment & Solutions for Beauty Salon



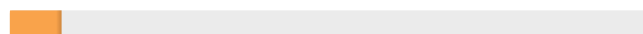
35.19% Perfumery, Cosmetics, & Personal Hygiene



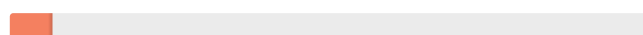
30.56% Contract Manufacturing & Private Label (OEM/ODM)



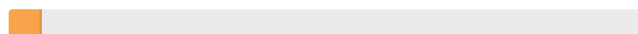
11.57% Medical Aesthetics Products & Equipment



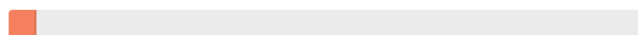
9.72% Natural Health Products / Health Food & Beverages



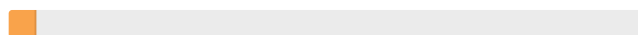
6.48% Salon Furnishing Spa & Wellness Facilities



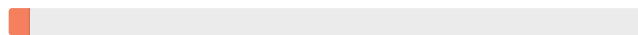
6.02% Packaging & Processing Equipment



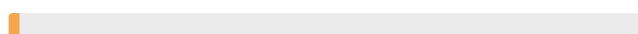
5.56% Academy and Institution



5.56% Dietary Supplements



4.17% Raw Materials



3.70% Others

## Testimonials

Discover what some of our visitors and exhibitors said during their meaningful time at Cosmobeauté Malaysia 2019:

### Exhibitors' Quotes

"I am very glad to be a part of Cosmobeauté Malaysia 2019 because I've already managed to connect with several local distributors to further promote my brand!"

**Anna Stawska**  
CEO | NOU Poland

"This exhibition allows me to increase my brand exposure as I noticed many visitors dropping by my booth to enquire about my company's products and solutions."

**Emily Yin**  
International Business Director | NZ Skin Care Co.,Ltd.

### Visitors' Quotes

"I'd like to highlight that Cosmobeauté Malaysia 2019 is a special edition as the Poland Pavilion is featured for the very first time."

**Teh Kong Yam**  
Managing Director | SHINS

"Many thanks to Mr CP Saw for organising such a helpful platform for professionals in the beauty industry to mingle and connect."

**Aaron Yap**  
Founder | Hair Atelier



# Participating Cost

## OPTION 1:

### Raw Space

@USD 338 per sqm  
(min 18sqm)



## OPTION 2:

### Shell Scheme

@USD 368 per sqm  
(min 9sqm)



Perspective View

- 1x Lockable Cabinet
- 1x Round Table
- 1x Folding Chair
- 2x Black Leather Arm Chair
- 2x Spot Light
- 1x Waste Basket
- 1x 13Amp socket

## The Organiser

Cosmobeauté Malaysia is organised by Informa Markets, a division of Informa plc. Informa Markets on Beauty segment 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 2021 serving the East coast and USA, South America and Caribbean Islands regions. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).



## The Venue

The Kuala Lumpur Convention Centre is Malaysia's first purpose-built and most technologically-advanced convention and exhibition facility in the heart of Kuala Lumpur city which designed and built to world-class standards. Kuala Lumpur Convention Centre is readily accessible via public transport with many buses operating on various routes within the area and a few train stations nearby.

At Cosmobeauté, we strive to adhere to world-class standards in delivering a professional beauty trade exhibition for all visitors and exhibitors. For more information, please visit [www.klccconventioncentre.com](http://www.klccconventioncentre.com).

Organised by:



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