

vietbeauty
Vietnam's Premier International Beauty Show

cosmobeauté
Vietnam 2023

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POST SHOW REPORT



www.vietbeautyshow.com | www.cosmobeauteasia.com

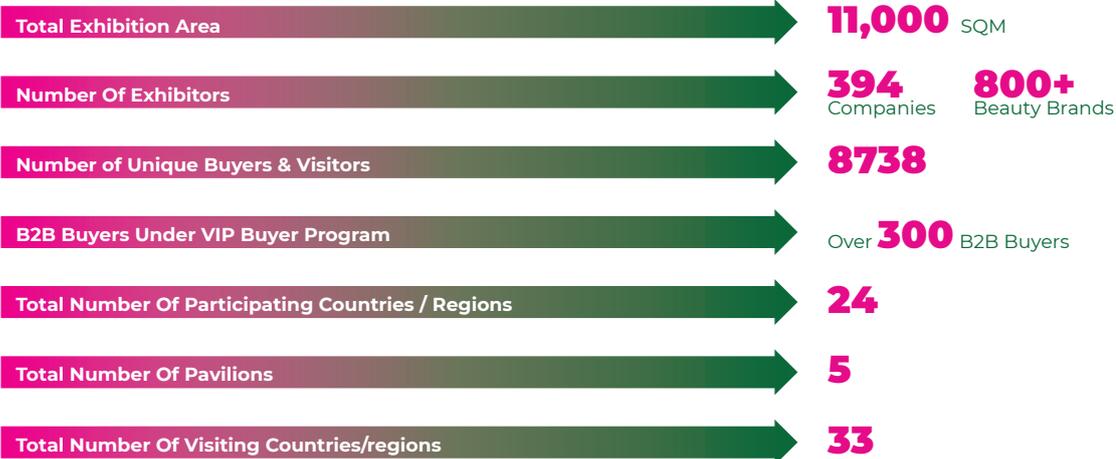


EVENT OVERVIEW

The **Vietbeauty x Cosmobeauté Vietnam 2023** event has been regarded as a significant milestone in the beauty industry in Vietnam this year. It not only serves as an opportunity for businesses and manufacturers to expand their market presence and explore new business prospects but also provides an excellent environment to discover and experience the latest products and services in the beauty field.

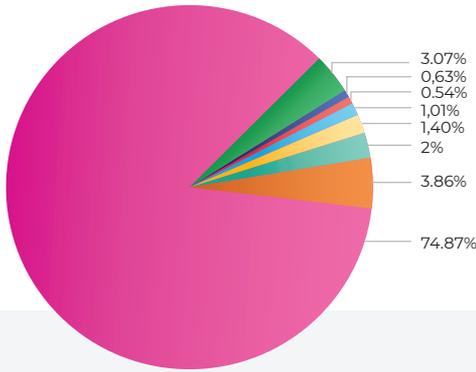
Vietbeauty x Cosmobeauté Vietnam 2023 has attracted attention and marked a notable success.

VIETBEAUTY X COSMOBEAUTE VIETNAM 2023 AT A GLANCE



B2B BUYERS & VISITOR STATISTICS

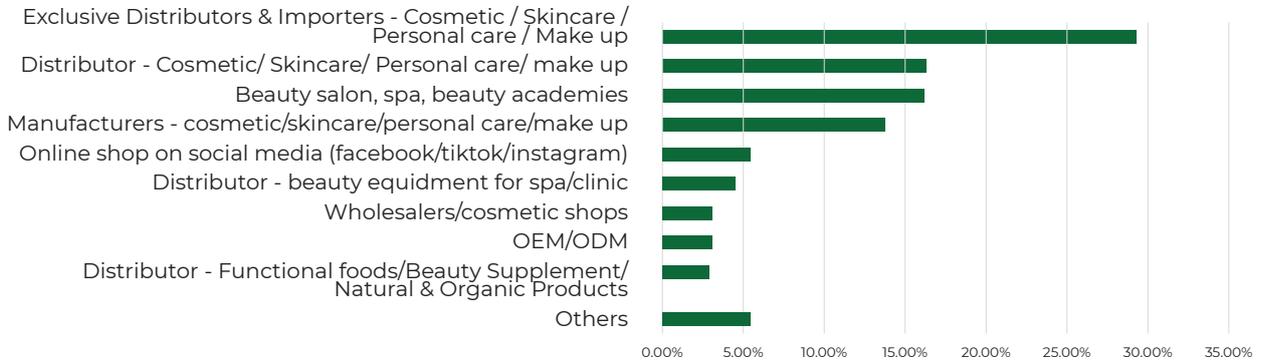
Total Number of Unique B2B Buyers & Visitors **8738**



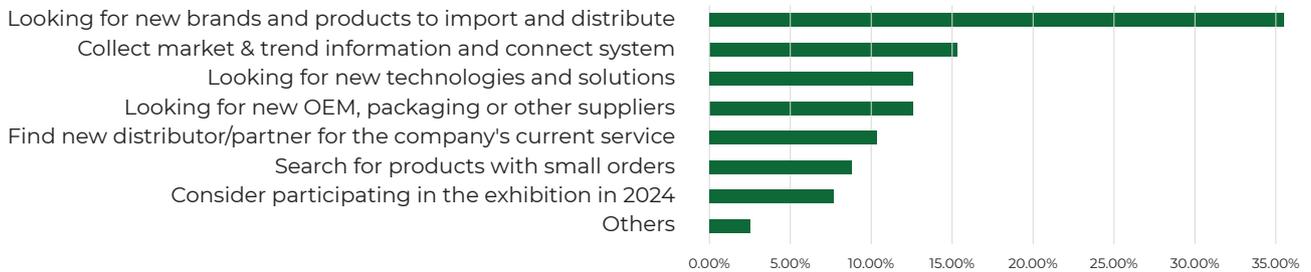
- **VIETNAM**
- **TAIWAN**
- **CHINA**
- **MALAYSIA**
- **SOUTH KOREA**
- **JAPAN**
- **CAMBODIA**
- **OTHERS** (Singapore, Thailand, USA, Hong Kong, Australia, India, Canada, Philippines, Indonesia, Poland, France, Russia, UK, Turkey, Israel, Nepal, Saudi Arabia, New Zealand, Spain, Myanmar, UAE, Finland, Germany, ...)



B2B BUYERS & VISITORS' NATURE OF BUSINESS



B2B BUYERS & VISITORS' OBJECTIVE FOR VISITING



B2B BUYERS & VISITORS' AREA OF INTERESTS



B2B BUYERS & VISITOR TESTIMONIAL



MS. KAORI SHINAYAMA

Director of Overseas Division

GRANT ONE'S CO.,LTD.

Joining this exhibition for the very first time, I hold great expectations. As I can see, the event is organized in an extremely professional way which creates a sense of convenience and comfort for customers. That's what I like most about this show. I will definitely come back here next year to participate in this amazing trade show.



MR. ADRIEN

International Management Director

BUY2SELL

So what really impressed me was that more suppliers from abroad came to the event. Many international companies want to be present in the Vietnamese market, Vietbeauty & Cosmobeauté Vietnam 2023 is a real must-attend event for everyone who is interested in beauty products in Vietnam, from the manufacturer, distributors and sellers and I also found many suppliers from Korea.



MR. THILAKONE ANOUVONG

President

ANOUVONG IMPORT-EXPORT SOLE CO.,LTD

This is the third time of joining this event. We are really appreciate and happy to come back and meet all the friends and all the suppliers again. Vietbeauty & Cosmobeauté Vietnam 2023 is the biggest event ever for the last edition for us. This is a very good opportunity for us to meet many booths from international business about machine, packaging, perfume factory as Taiwan, Vietnam. I will take my feelings back home and tell my country about this event.

B2B BUYERS & VISITORS SATISFACTION

86,4% Satisfied With Visiting Experience At Vietbeauty & Cosmobeauté Vietnam 2023

82,8% Continue To Visit Vietbeauty & Cosmobeauté Vietnam In 2023

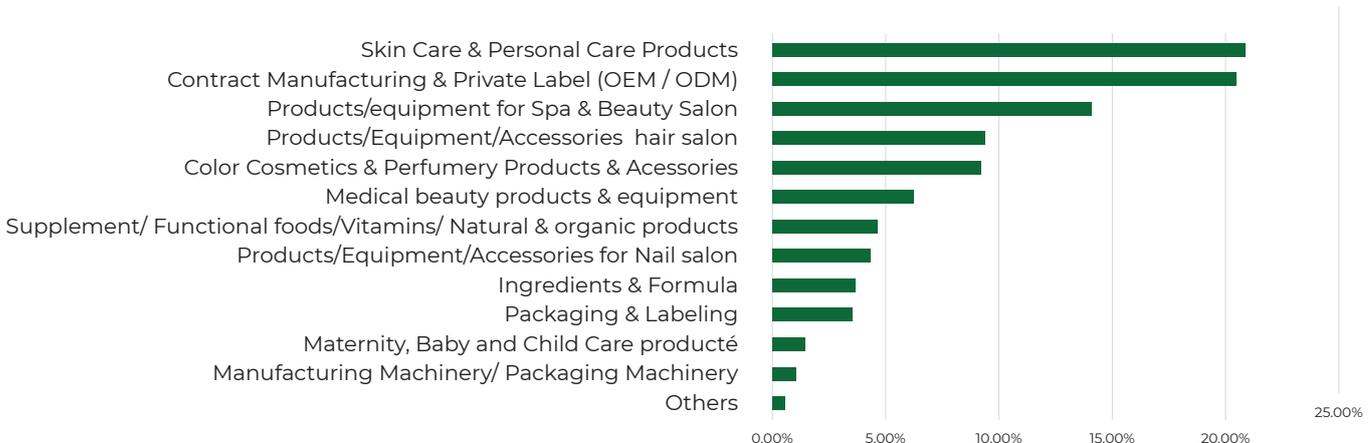
84% Recommend The Show To A Friend Or Colleague

80,15% Satisfied With The Workshop Programme At The Exhibition



EXHIBITOR PROFILE STATISTICS

EXHIBITORS' PRIMARY BUSINESS NATURE



MS. SEN. HSU

Marketing Manager

YONG LI TRADING COMPANY LIMITED

I believe that the beauty industry in Vietnam is currently a very vibrant and promising market. Today, our booth is bustling with activity, especially with visitors from various markets such as South Asia, the Arab world, and they are very interested in the products we offer.



MS. HUANG YUJUN

Responsible Development International

BEE NATURE SA

I had a great time and met a lot of potential partners at Vietbeauty and Cosmobeauté Vietnam 2023. I learned a lot about the true beauty situation in Vietnam through interacting with them. I'll be back in a year.



MS. DUONG THI CHUYEN

Business Manager

IONIAGA VIETNAM CO., LTD

Personally speaking, this is one of many excellent international exhibitions in Vietnam. It creates an ideal opportunity for exhibitors like us to directly interact and connect with potential clients.



MR. FRANK PENG

Chief of Global Sales Department

SUZURAN MEDICAL INC

We think this exhibition is very good. We saw a lot of customer coming, and we met a lot of important distributors in the exhibition. We will participate in this show again next year.



MR. TIRTA BAMBANGWIRAWAN

Sales Executive - Export Division

PT SPARINDO MUSTIKA

With us, this is an excellent and professionally organized exhibition. I am delighted to meet visitors from all around the world here.

We have had the opportunity to interact and exchange with potential customers, receiving positive feedback and experiencing their interest in our new products. This has truly been a rewarding event for me here in Vietnam.



MS. KAISEN LIANG

Sales Manager

GUANGZHOU ODI TECHNOLOGY CO.,LTD

Overall, Vietbeauty & Cosmobeauté Vietnam 2023 is very nice & very good because the visitor flow was pretty nice. Also the customers were our target customer including the and the end users. The service is excellent including the organizer service, onractor service and logstic service. It is excellent. We are happy for that.

FROM EXHIBITORS/ VISITORS SURVEY REPORT

SATISFACTORY LEVEL OF EXHIBITORS

86%

SATISFACTION AT VIETBEAUTY & COSMOBEAUTÉ VIETNAM 2022

91%

RECOMMEND THE SHOW TO A FRIEND OR COLLEAGUE

EXHIBITORS' OBJECTIVE FOR EXHIBITING



MEET & BUILD RELATIONSHIP WITH POTENTIAL PARTNERS **86,4%**



GET ORDERS AT THE SHOW **71,2%**



THERE ARE MANY VISITORS TO VISIT THE BOOTH **82,7%**



ENHANCE BRAND AWARENESS/ COMPANY PROFILE **73,6%**



COLLECT MARKET INFORMATION FROM SEMINARS AT EXHIBITIONS/CUSTOMERS **78,6%**

VISITOR'S PROFESSIONAL PROFILE



SUCCESSFULL CASES

Vietbeauty & Cosmobeauté Vietnam reaffirms its position as the longest-standing and most reputable trade platform, creating potential trading opportunities between domestic and international businesses. Here is one of the successful cooperation opportunities at this year's exhibition.



MR. BART VERHEYEN

Chairman of the Belgium-Luxembourg Chamber of Commerce in Vietnam (BELUXCHAM);
Commercial Director of MEDiCARE Vietnam

MEDICARE VIETNAM

It's fantastic to be attending this year and fortunate to have the opportunity to participate in the Vietbeauty & Cosmobeauté Vietnam 2023 for several consecutive years. For a retail-focused company, this is a great chance for us to connect with potential brands and secure exclusive distribution for our products in Vietnam. At this year's exhibition, we were successful in our negotiations with our partner **Meiyume**. This is a positive outcome, and I think Vietbeauty & Cosmobeauté Vietnam will introduce MEDiCARE to a number of other cooperation prospects in the future.



MR. Michael Bai

Sales Director

It's only been a month since the VietBeauty show 2023 in Ho Chi Minh City, Vietnam, and I deeply appreciate everything you've done for us. The planning and execution of the event exceeded our expectations. Thanks to this event, we connected with numerous important and valuable clients. Once again, thank you for all your efforts. Wishing you wonderful days ahead. All the best!

ALONGSIDE EVENT



DAY 1 27.07.2023		
08:45 - 10:30	The Opening Ceremony of Vietbeauty & Cosmobeauté Vietnam 2023	Informa Markets Vietnam
10:30 - 12:00	Seminar: New Opportunities in the Beauty Industry through AI (A combination of AI and Scalp)	Federation of Asian Beauty Industry Association (FABIA Vietnam)
13:30 - 15:30	Seminar: The Current Status of the Vietnam's Beauty Manufacturing; Technologies, Policies, and Strategies for the Future Development	Informa Markets Vietnam & partners: - Vietnam Essential Oils, Aroma Therapy, Cosmetics Association (VOCA) - Grandpa's Garden Institute for Cosmetic Science Studies - Unilever - Meiyume
14:10 - 15:25	Highlight Product Livestreaming	Informa Markets Vietnam x Wintok

DAY 2 28.07.2023		
09:30 - 12:00	Demonstration of Lip Tattooing: Fleshy Technique and Non-Invasive Treatment	Nanozelle
9:00 - 11:45	Highlight Product Livestreaming	Informa Markets Vietnam x Wintok
09:00 - 16:00	Seminar: Breakthrough In Cosmetic Technology & Aesthetic Plastic Surgery	Ho Chi Minh City Society of Plastic & Aesthetic Surgery
13:30 - 15:00	Seminar: Skincare for all: Join RENI & g.O to learn about the highly effective skin transformation technology achieved through the efficient synergy of natural ingredients meeting the EWG green standards: Red pine resin Pinus extract, red ginseng, niacinamide, CoQ10, PHA,...	Công ty TNHH Thương mại 5H
13:30 - 16:00	Highlight Product Livestreaming	Informa Markets Vietnam x Wintok
15:00 - 17:00	Happy Hour - Music performance	5H Trading Company Limited & special guests



DAY 3 29.07.2023		
9:00 - 11:45	Highlight Product Livestreaming	Informa Markets Vietnam x Wintok
9:45 - 11:30	Seminar: Insights into Retail Marketing for Beauty in Vietnam	Informa Markets Vietnam & partners: - Euromonitor - MEDICARE - Haravan
11:00 - 13:00	Happy Hour - Beauty, Booze, Business: A Toast to Beauty	Informa Markets Vietnam & Meiyume
13:30 - 16:00	Highlight Product Livestreaming	Informa Markets Vietnam x Wintok

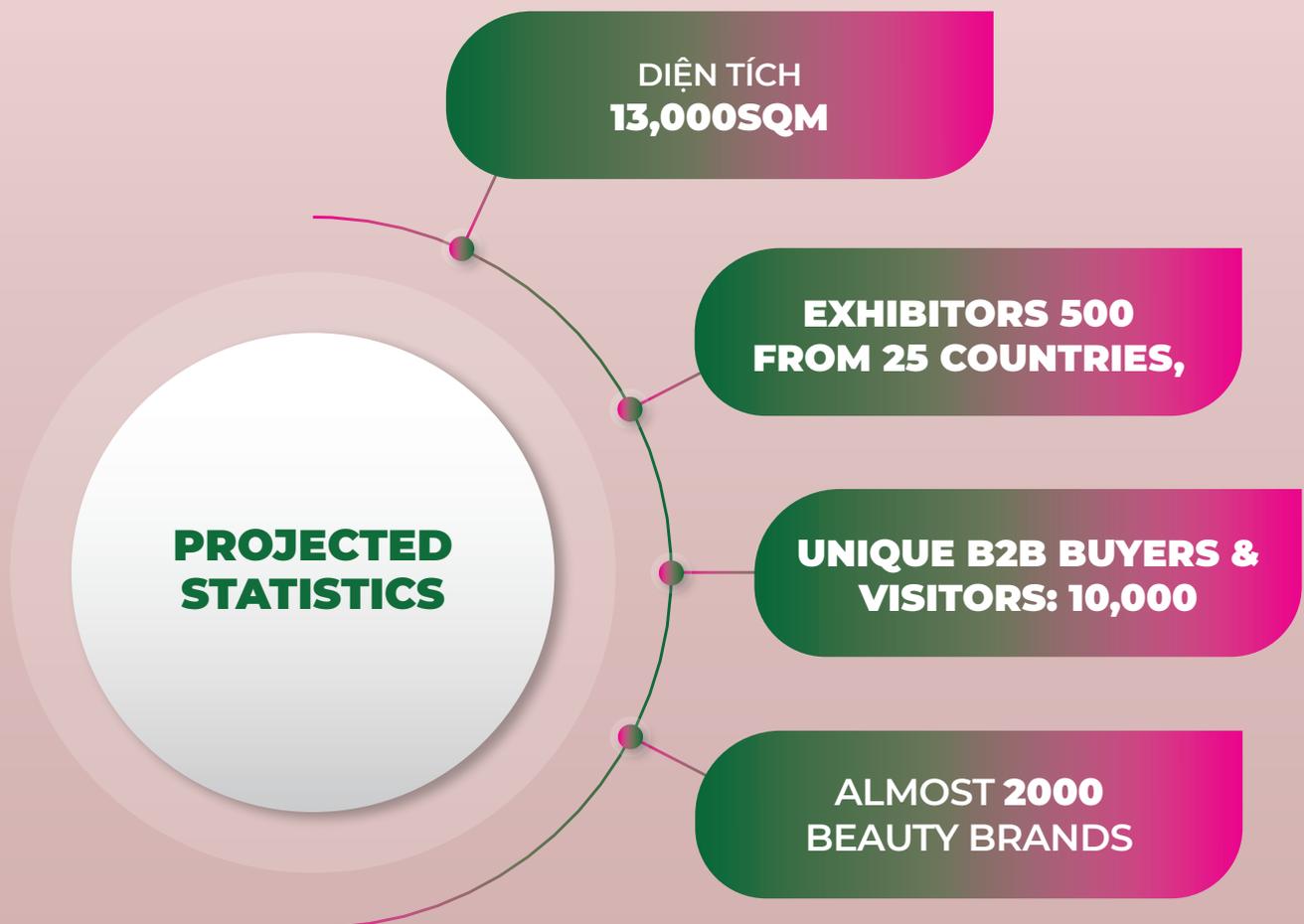


VIETBEAUTY & COSMOBEAUTÉ 2024

VIETBEAUTY & COSMOBEAUTÉ 2024

The largest & longest running international Beauty trade show in Vietnam will be back from 25 - 27 July 2024 at S.E.C.C, 799 Nguyen Van Linh, District 7, HCMC, Vietnam.

In 2024 edition, VIETBEAUTY & COSMOBEAUTÉ will Introduce new products to partners who come to seek new product sources as well as explore new beauty technologies. Beside, the exhibition will enhance cooperation and business opportunities with visitors at the exhibition and overcome competitors by strengthening and enhancing your brand through brand promotion at the exhibition.



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Vietnam's Premier International Beauty Show

cosmobeauté
Vietnam 2024

25 - 27 JULY 2024 | 9AM - 5PM

**Saigon Exhibition & Convention Center
(SECC), Ho Chi Minh City | Hall A + Hall B1**



**THE LARGEST & LONGEST - RUNNING
INTERNATIONAL BEAUTY TRADE SHOWS IN VIETNAM**

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