

PRESS RELEASE

20TH EDITION OF BEAUTYEXPO & 16TH EDITION OF COSMOBEAUTÉ MALAYSIA RESCHEDULED TO 1-4 OCTOBER 2021

KUALA LUMPUR, 8 JULY 2020 – Informa Markets, the organiser of **beautyexpo** and **Cosmobeauté Malaysia** have decided to postpone the co-located shows to the new dates of **1-4 October 2021** at Kuala Lumpur Convention Centre (KLCC). The show was originally scheduled for 1-4 October 2020.

The decision was taken after a careful consideration and consultations with key stakeholders, exhibitors and industry partners following from the consequence of the worldwide pandemic COVID-19.

“With the revised dates, we are committed to provide high-quality event in compliance of new norms and Standard Operating Procedures (SOP) set by the government for beauty trade and professionals in revival and return to the marketplace with more confidence as beauty continues to evolve,” said Gerard Willem Leeuwenburgh, Country General Manager of Informa Markets in Malaysia.

“Moving forward for this year, hard work lies ahead in the coming months as beautyexpo and Cosmobeauté Malaysia team will facilitate the business relationships between exhibitors and buyers by means of digital opportunities through webinars. Also, digital showroom will be launched which available for 365-days a year to connect the beauty community regardless of physical restrictions. We aim to create more virtual experiences as a support to physical events while ensuring the professionals stay connected during this unprecedented time,” Gerard added.

Powered by Cosmoprof, beautyexpo is the leading, world-class beauty trade show that brings together all the key players, beauty trade professionals and companies to showcase the latest technologies, innovations, emerging trends and market updates. The show presents 6 dedicated zones covering all the main beauty sectors, from raw materials to finished products dedicated to high target visitors with different needs. Whilst, Cosmobeauté Malaysia is the leading beauty trade exhibition in Southeast Asia region targeting beauty trade 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. Following successful edition in Malaysia, Cosmobeauté has expanded its network in Indonesia and Vietnam becoming ASEAN series of beauty events.

Stay tuned as we are optimistic that beauty community to remain resilient and stand in solidarity to overcome this situation stronger than ever. We look forward to seeing all of you at beautyexpo and Cosmobeauté Malaysia in 2021 with whole new dynamic!

For more information, visit www.beautyexpo.com.my and www.cosmobeauteasia.com.

Notes to Editors:

ABOUT INFORMA MARKETS (www.informamarkets.com)

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 2020 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.

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