

beautyexpo

www.beautyexpo.com.my

cosmobeauté
Malaysia 2021

www.cosmobeauteasia.com

**1-4 OCT
2021**

**KUALA LUMPUR
CONVENTION CENTRE
(KLCC), MALAYSIA**

10AM - 7PM



Malaysia's **LARGEST &
LONGEST RUNNING**
BEAUTY TRADE SHOWS

**HYBRID
EDITION**



Powered by

COSMOPROF
ASIA HONG KONG
亞太區美容展

Organised by

 **informa**markets

A WHOLE NEW UNIFIED EXPERIENCE WITH HYBRID EDITION: LIVE AND VIRTUAL

In 2021 for the first time ever, Informa Markets brings together Malaysia's most established beauty shows, the 20th edition of **beautyexpo** and 16th edition of **Cosmobeauté Malaysia** in a whole new unified experience – HYBRID event: live and virtual. The hybrid edition will be held from **1 to 4 October 2021** at **Kuala Lumpur Convention Centre (KLCC)** and online featuring an additional **digital component** to provide audiences with an enhanced show experience and maximise the networking opportunities.

The hybrid edition provides an essential platform for industry professionals to not only showcase their brands, products, innovations, and technologies in our live event and virtual platform – but also allow companies to discover new business opportunities and experience new ways of business engagement in regardless of travel restrictions.

Powered by AI, our virtual platform is easy to use and navigate and allow you to find contacts like never before from all over the world. At our flagship live event you can finalise partnerships, strengthen relationships, demonstrate your products in real-life, and even be thrilled with chance encounters bringing new opportunities.



OUR TAILORED HYBRID SOLUTIONS FOR YOUR BUSINESS NEEDS



Exhibit Live

- Face-to-face networking with potential leads and demonstrate your products in real-life.



Hybrid Pavilion

- Allow international exhibitors to connect with live audiences despite of travel restrictions.
- Virtual lounge at the live event with access to virtual platform.



Virtual Platform

- Connect with online community from all over the world.

BENEFITS OF EXHIBITING AT THE HYBRID EDITION

Connect, learn and network with the beauty community across the globe.



Enhance **brand awareness**



Gauge **buying intentions** and **seal the deals**



Establish and develop **business relationships**



Showcase products/services – live demo and upload on virtual platform



Gauge **market feedback** on products/services



Focused sessions and webinars beneficial for your company



Reach wider audience network – online and offline

REACH THE RIGHT TARGET AUDIENCES WITH DEDICATED EXHIBIT SECTORS

beautyexpo and **Cosmobeauté Malaysia** have been the most trusted one-stop sourcing platforms with a complete spectrum of beauty industry portfolios covering Academy, Aesthetic, Beauty, Cosmetics & Embroidery, Hair, Halal Beauty, Nail, OEM/ODM and Spa & Wellness. The dedicated exhibit sectors are perfect for your business to reach your target audiences.

Academy

Aesthetic

Beauty

Cosmetics & Embroidery

Hair

Halal Beauty

Nail

OEM/ODM

Spa & Wellness





SHOW FACTS & FIGURES

Welcoming



300 exhibitors from
20 countries and regions



Expecting
8,000 visitors from
all around the world



EXHIBITOR PROFILE

Academy
Aesthetic Products, Accessories, Tools & Equipment
Association & Government Body
Barber Products, Accessories, Tools, Equipment & Furnishing
Cosmetics & Accessories
Embroidery, Tattoo & Eyelash
Eye Care
Foot Care
Hair, Scalp Care Products, Accessories, Tools & Furnishing
Halal Products
Health Care, Supplements Products & Tools
Hotel Amenities
Lingerie
Nail Products, Accessories & Equipment
OEM / ODM / Contract Manufacturing
Oral Hygiene & Dental care
Organic and Natural Skincare Products
Packaging & Labelling
Perfume & Aromatherapy Products
Personal Care Products
Publication
Raw Materials & Ingredients
Skincare Products
Skincare Tools & Equipment
Slimming Products, Body Enhancement & Fitness
Spa Care Products, Tools, Equipment & Furnishing
Toiletries
Waxing Products, Accessories & Tools

VISITOR PROFILE

Aesthetic Centre
Association
Barber
Beauty Academy & School
Beauty Salon
Bridal Studio
Department Store
Exporter / Importer
Fitness Centre & Club
Hair Academy & School
Hair Salon & Studio
Health Centre
Hotel
Makeup Studio
Medical Beauty Centre
Nail Salon
OEM / ODM / Manufacturer
Perfumery & Cosmetics
Pharmacy & Chain Store
Retailer / Agent
Slimming Centre
Spa & Wellness Centre
Supermarket
Trade Publication
Supplier / Distributor / Wholesaler

EVENT HIGHLIGHTS

Barber Asia Festival

In 2021, **beautyexpo** continues to team up with a passionate group of barbers and supporting associations to create a series of exciting activities and programmes to discuss on barber-related topics, exchange of ideas and offer a chance to the new breed of experts in barber industry to upgrade their skills and techniques. In Barber Asia Festival, you can explore a diverse range of barber-related products, equipment and lifestyle.



9th Cosmonail Cup INCA ASEAN Competition

Cosmobeauté Malaysia continues to collaborate with International Nails Competition Association (INCA) in bringing spectacular 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.



Beauty Live Chat

Beauty Live Chat allows exhibitors to demonstrate products, launch new products and interact with audiences via interactive Q&A through live streamed sessions.



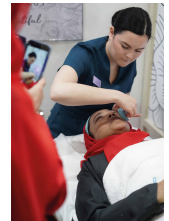
Business Matching

An exclusive business matchmaking programme that enables pre-arranged 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.



Workshops, Seminars & Live Demonstrations

Held alongside the exhibition are our beauty workshops, seminars and live demonstrations which are meticulously designed to pique the interest of participating beauty industry players. Get empowered by top-notch industry experts share their professional expertise and experience that will allow the attendees to discover new beauty tips, industry knowledge, business opportunities, product recommendations and beauty trends.



EXTENSIVE MARKETING CAMPAIGN

The Organiser provides an extensive marketing opportunity via various channels, to promote the event and develop solid brand presence for your company.



Advertising in local and international media platform



Global coverage on event website



Strategic SEO/SEM campaign to enhance brand recognition



A 365-days Digital Showroom to promote products/services



Brand exposure on social media channels



E-newsletter to more than 30,000 subscribers of event database



Call-to-action via telemarketing



Lead generation via focused content marketing

PARTICIPATING COST

Raw Space (min 18sqm)

- Space only



USD 338 per sqm

Hybrid Booth (min 6sqm)

- 1x Information counter
- 1x Round table
- 4x Folding chair
- 1x Metal brochure rack
- 1x Fluorescent tube (white light)
- 1x Spotlight (white light)
- 1x Socket 5A/220V
- 1x Laptop with access to virtual platform
- 1x Booth assistant
- 1x Waste paper basket



USD 3,000

**subject to 6% SST*

Shell scheme (min 9sqm)

- System partition and structures
- Fascia board with company name & booth no.
- Needle punch carpet
- 1x Lockable cabinet
- 1x Round table
- 1x Folding chair
- 2x Black leather armchairs
- 1x Waste basket
- 2x Spotlights
- 1x 13-amp power point

USD 368 per sqm



Virtual Platform – Standard Package

- Company profile
- 3x Product features image
- Brand Listing
- 1:1 video meeting
- Live chat

USD 1,800

**subject to 6% SST*



Virtual Platform – Upgraded Package

- Company profile
- 3x Product features image
- Brand Listing
- 1:1 video meeting
- Live chat
- 1x Exclusive EDM

USD 2,000

**subject to 6% SST*

THE ORGANISER

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 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.

For more information, please contact:



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