Osmobeaute Asia 2018

14th Edition Malaysia International Exhibition on Aesthetic, Beauty, Cosmetic, Hair, Nail & Spa



Spa & Wellness Industry

9-12 JULY 2018

Putra World Trade Centre (PWTC) Kuala Lumpur, Malaysia

www.cosmobeauteasia.com

Why Cosmobeauté Asia?

Cosmobeauté Asia, which is also known as the largest beauty trade exhibition in Malaysia happens annually in the heart of the country - Kuala Lumpur. Cosmobeauté Asia is also proven to be the longest running beauty trade exhibition in Southeast Asia with highest international beauty brands and companies' participation every year.

Cosmobeauté Asia provides the most complete and comprehensive platform while created numerous business deals between brands and potential partners for the past 13 years. Cosmobeauté Asia was endorsed by several beauty association as one of the top beauty exhibition in the region attended by most beauty related business owners and practitioners from various cities of Malaysia.







EXHIBITPROFILE

Manufacturers, Exporters, Sole Distributors, Agents and Suppliers of:

- 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

VISITOR PROFILE

- Beauty Salon & Spa Owners Hair & Nails Salons Distributors Aesthetic & Wellness Centers Wholesalers Importers
- Supermarkets Local Product Manufacturers Department Stores Beauty Schools Pharmacy & Chain Stores Hotels
- Fitness Centers/Clubs Bridal Studios Make-Up Studios Trade Publications Trade Associations Government Bodies







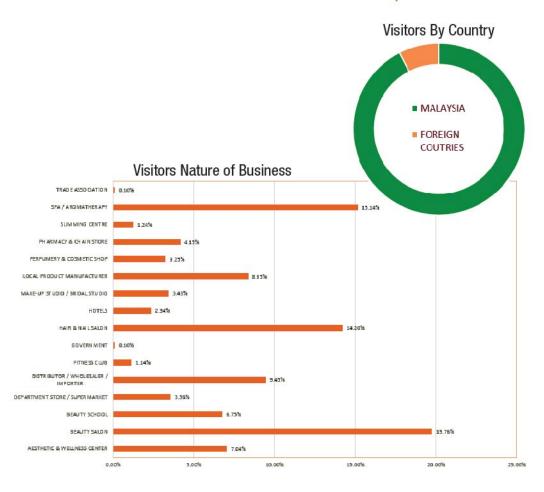
VISITOR PROFILE







Visitor Stats: 12,429 visitors



COUNTRY	PERCENTAGE %
ALGERIA	0.04%
AUSTRALIA	0.08%
BANGLADESH	0.06%
BRUNEI	0.13%
CHINA	0.73%
FRANCE	0.19%
GERMANY	0.02%
HONG KONG	0.09%
INDIA	0.17%
INDONESIA	0.72%
IRAN	0.08%
ITALY	0.02%
JAPAN KOREA MALAYSIA	0.02% 0.26% 0.79% 92.34%
NEW ZEALAND	0.02%
PAKISTAN	0.04%
PHILIPPINES	0.09%
SINGAPORE	1.83%
SWITZERLAND	0.02%
SWEDEN	0.04%
TAIWAN	0.94%
THAILAND	0.40%
UAE	0.08%
UNITED STATES	0.04%
VIETNAM	0.70%
YEMEN	0.08%
TOTAL	100.00%

VISITORS' COMMENTS

Many new innovation and ideas from other countries can be found in Cosmobeauté Asia.

Dato Normaziah Sheikh Mohd Owner of Klife Sdn Bhd (Beauty business) Cosmobeauté is a must visit beauty trade exhibition to source for the latest beauty products and services in the market.

Datin Dr Clara Chee Founder of Clara International Beauty Group Sdn Bhd This is a great event, people get to meet each other and have meetings every time they attend Cosmobeauté.

Dr. Baskaran Kosthi President of Malaysia Association of Wellness & Spa (MAWSPA)



EXHIBITOR PROFILE







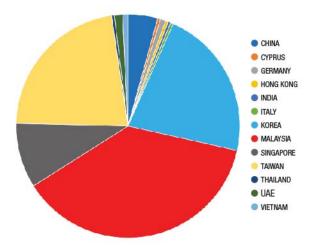
Exhibitor Stats: 256 exhibitors

13 Exhibiting Countries



More than 220 brands

Beauty products from almost 90 categories



95%
achieved their objectives

93% plan to exhibit again next year 89%
would recommend
the exhibition
to others

96%
satisfied with the overall coordination of the exhibiton

98%
received an average of 100 leads / contacts

61%
have orders placed
by visitors







2018 EVENT FOCUS



Our signature beaute meeting is dedicated to facilitate all exhibitors, manufacturers and suppliers to meet local distributors, importers and potential trade partners, exploring business opportunities.









For the 6th year, the largest nail and lash competition in ASEAN will continue to strive for better quality and standard with the collaboration with International Nail Competition Association (INCA) to award participants with a higher recognition!









STAGE & BEAUTY WORKSHOPS

Exciting stage programs and beauty workshops will be held by experienced experts from hair, make-up, nail, aesthetics and many other categories in order to educate and share their knowledge to the audience.













Effective Marketing Campaigns

Cosmobeauté Asia promotes and advocates the growth of beauty industry each year in Southeast Asia region, inclusive of latest trends and updates from international brands & technologies around the world. Be part of us in order to get featured in the effective marketing campaigns as well.

Social Media



Advertising

Newspaper Advertisement, Medias & Magazines (Export Magazine, Nation Beauty, Sisters Magazine & Beauty Trend)



Promotion Initiatives



Fact Sheet

EXPECTED NO OF



EXPECTED NO OF COMPANIES EXHIBITING



cosmobeauté Asia 2018

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9 -12 July 2018

VENUE

Putra World Trade Center (PWTC), Kuala Lumpur, Malaysia.

OPENING TIME

11:00 am to 7:00 pm

FREQUENCY

Annually

Raw Space @ USD 338 per sqm (min. 18 sam)

· Ideal for exhibitors who wish to build their own concept.



PARTICIPATION COST

OPTION 2:

Shell Scheme @ USD 368 per sqm (min. 9 sqm)

- · Rear and dividing wall partition of 2.5m of height in white laminated panel
- Fascia Board with company name and booth number
- Needle punch carpet
- 1 x Lockable Cupboard
- 1 x Round Table
- 1 x Folding Chair
- 2 x Black Leather Arm Chairs
- 2 x Wall Shelving Systems
- 1 x Wastepaper Basket
- 1 x 13 Amp/ 230 Volt single phase power point
- · 2 x Fluorescent Lights
- · 2 x Spot Lights
- · Daily Cleaning



Perspective View

SHOW PUBLICITIES

- · Personal visits to government ministries, trade associations and chamber of Commerce
- Social media platform & messenger blast
- · Promotional collaterals such as posters, billboards and banners
- · Dedicated website with online visitor registration service
- · Editorial coverage and advertising in major trade, business and national press
- · Targeted direct mail invitation & visitor tickets distribution to trade professionals, specialists and key buyers
- · Printed Show Previews on exhibits.



SUPPORTING ASSOCIATION















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