

cosmobeauté

Vietnam 2015

8th Vietnam International Exhibition & Conference On
Cosmetics, Beauty, Hair & Spa



A Celebration of Elegance and Style!

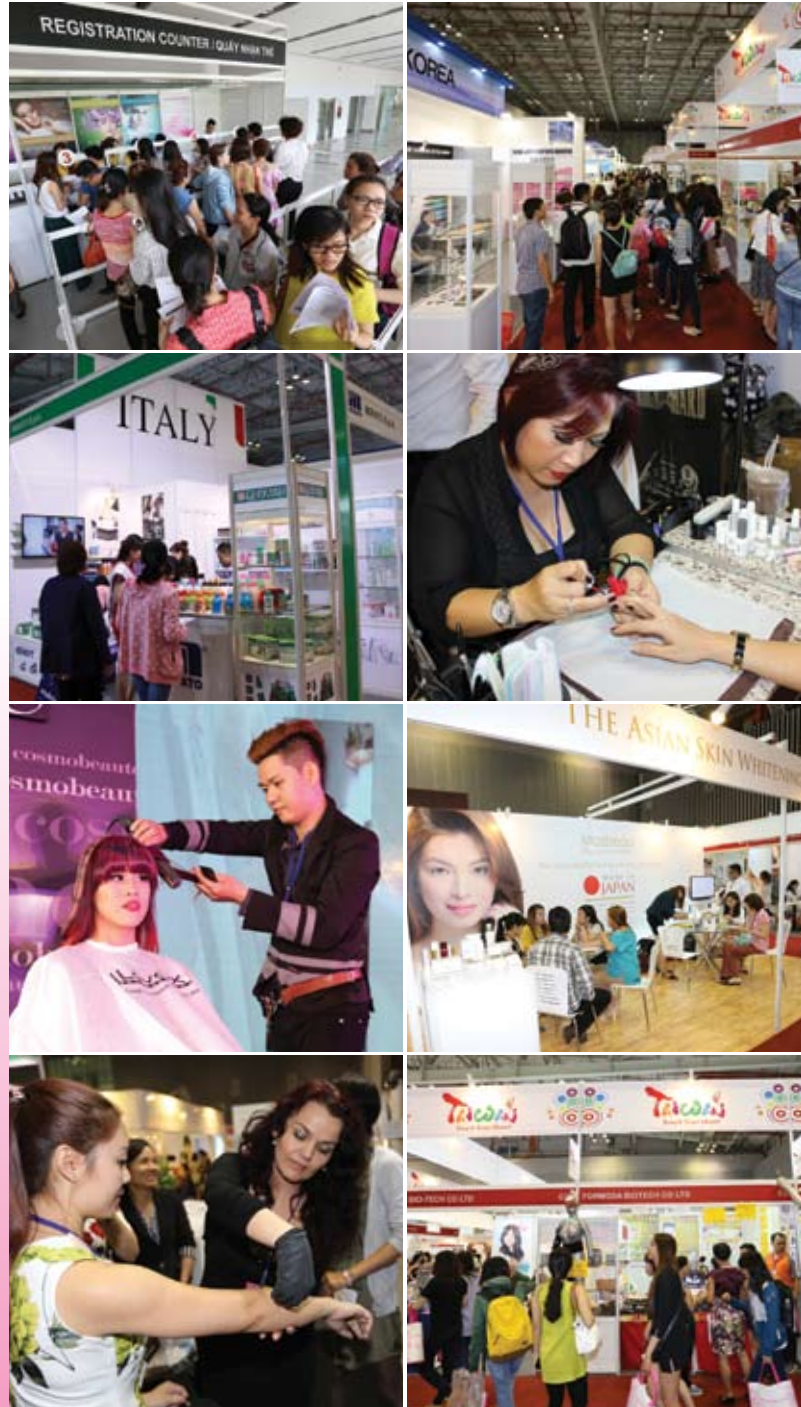
With the worlds of beauty and skincare set to become increasingly intertwined, Cosmobeauté has successfully incorporated a series of collaborations in the Opening Ceremony of ASEAN's leading beauty trade exhibition in Vietnam, aimed at fostering the development of stylish fashion coupled with glowing beauty from within.

This exhibition has attracted 10,737 visitors and international trade attendees and 140 exhibitors who hailed from 15 countries such as China, Hong Kong, India, Indonesia, Italy, Korea, Malaysia, Philippines, Singapore, Taiwan Thailand, Vietnam and USA including first time participants from Hungary and Sri Lanka.

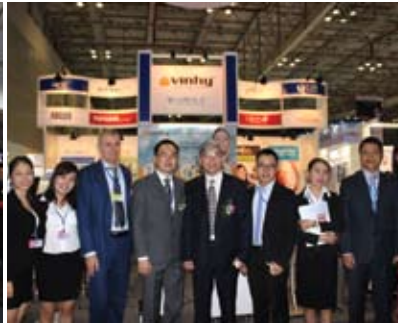
The 3-day event ended positively with visitors, exhibitors, speakers, delegates and press having plenty of opportunities to network, discuss current trends, witnessed a plethora of products from worldwide and gained insightful knowledge through the product launches, demonstrations and conference sessions.

As an important part of the event, VIPs visited the impressive main country pavilion such as the Taiwan, Singapore, Korea, Vietnam, and Italy. It has provided an ideal platform for communication, sharing and discussion of the forthcoming global beauty industry development and outlook with relevant government officials, international organizations, investment firms, research institutions and other key industry players from ASEAN and abroad.

Gracing the opening ceremony on April 9 were leaders from major beauty enterprises and embassy representatives of various countries as well as executives of foreign and local business institutions in Vietnam.



Key Honorable Guests



Mr. Tran Duc Long,

Director of Department of Communication and Emulation, Ministry of Health of Vietnam

Mr. Vo Thanh Dong,

Director Deputy Chief of Ho Chi Minh City Office, Ministry of Health

Mr. Phan Thi Thanh Minh,

Director of General Head of South Agency, Ministry of Industry and Trade of Vietnam

Ms. Bui Thi Thanh An,

Deputy General Director, Head of Vietrade in Ho Chi Minh City, Ministry of Industry of Trade

Ms. Hoang Thi Ngan Huong,

Head of the South Agency, Vietnam Women's Union

Mrs. Dinh Thi Bach Mai,

Chairwoman of Ho Chi Minh City Women's Union

Mr. Michele D' Ercole,

Chairman from Italian Chamber of Commerce in Vietnam (ICHAM)

Ms Edlyn Khoo,

Vice Consul General from Consulate General of the Republic of Singapore – Trade Section

Mr. Jean Anes,

Consul General from Consulate General of the Republic of Indonesia

Mr. Kim Deok Sung,

Chairman of Korea Beauty Industry Society (KOBIS)

Miss Cecilia Tham,

Representatives of Singapore Manufacturing Federation (SMF)

Mr. Wang,

Representative from Taiwan Pavilion

Event Highlights

2 main session of hair styling performances took place during the exhibition. The TIMES Hair Collection by Mega Star Hair Stylist of Vietnam featuring 9 mega star hair stylists to showcase hair styles in Vietnam for 3 main eras, including 1950's (when Vietnam has been dominated by France Army); 1970's (when Vietnam is dominated by American Army) and the latest hair styles after the Liberation Day. Among the stylists, there are experienced hair stylists who have been in the Vietnam hairdressing industry for more than 30 years and they have shown the nostalgic part of Vietnam through the various hair styles.

The Cosmobeauté Vietnam 2015 International Hair Show Powered by Lavo Corporation wowed the visitors with creative styles shown by 4 international top hair gurus. They are:

- Guo Qiang (China) - Technical Director of HongKong Hand Made (China), Beautiful Hair Research Center (China) and Technical Advisor of Hong Kong MONITA School
- Michael Zimbalist (Indonesia) – Founder and Chairman of Hair & Beauty Community (HBC) in Jakarta, Indonesia
- Amy Ngo (Singapore) Director of Organic Hair Shop in Singapore and Malaysia
- Sirapobb Okabe (Thailand) – Professional Hair Stylist in Chalachol Academy, Thailand



Beauty Workshop



A 3-day beauty talk by exhibitors has proven to be a major crowd puller. The talk shed light on:

- The know-how and hands-on training a professional needs to succeed in their chosen career path
- A solid grasp of both the fundamentals and advanced techniques used by leading professionals in the beauty industry
- The ability to master skills from haircutting, hair styling and hair coloring and it also includes knowledge in marketing and business management.

Business Matchmaking

This exhibition has made business matchmaking possible and able to bring together innovative organisations in relevant industries from countries around the globe to collaborate on a massive scale with the purpose to gain mutual commercial benefit.



Exhibitors' Testimonials

“This exhibition is very interesting because I found a lot of visitors coming around the world and I am very satisfied and impressed of how Cosmobeauté organised the event.”

Maria Grazia Zanini, President, Myosotis s.r.l

“The reason we are joining Cosmobeauté Vietnam is to inform the Vietnam market about our aesthetic products and I find it very useful at the same time we are able to meet local distributors and buyers.”

Eric Chan, CEO, Yena Trading Company.

“Each year, Cosmobeauté Vietnam is improving and more organized and I am very satisfied and happy about the services and definitely we will be joining again next year.”

Tran My, General Manager, Innomed Pte Ltd.

“This is our first time participating in Cosmobeauté Vietnam because we find that Cosmobeauté Vietnam is very potential for us to expand and aware our products to the local.”

**Maricar Chang Martinez,
Business Relations Manager, Mosbeau Philippines Inc.**

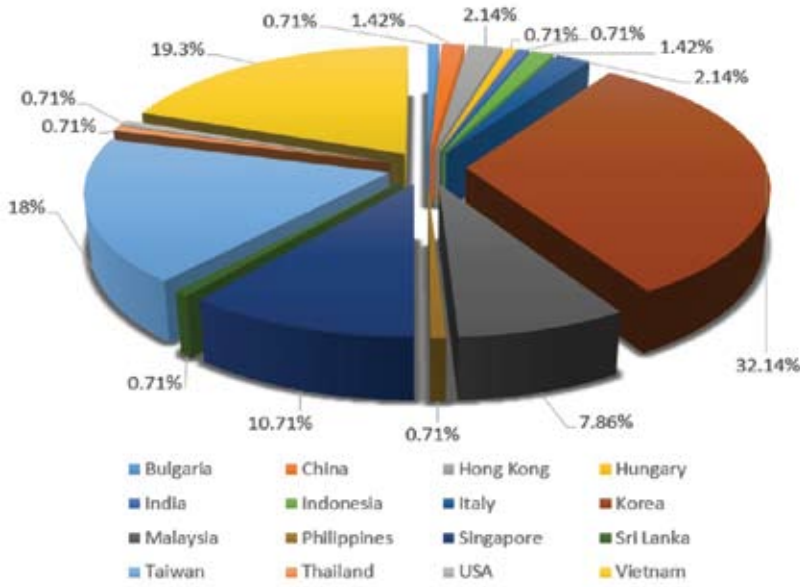
“Our goal and mission to join Cosmobeauté Vietnam is to bring beauty skin to local customers as well as healthy skin. I am very impressed that even though this exhibition was very well-organised and we are looking forward for the next edition!”

**Jason Shin, International Division /
Manager, Gowoonsesang Cosmetics.**

“Our main purpose of joining Cosmobeauté Vietnam is to expand our product to Southeast Asia and at the same time we have achieved our aim over here! We will definitely will be coming back for next edition.”

**Monica Xavier,
CEO, Alique International Company Limited.**

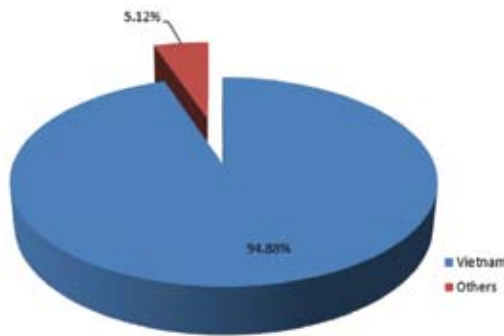
Exhibitor Profile



Country Count

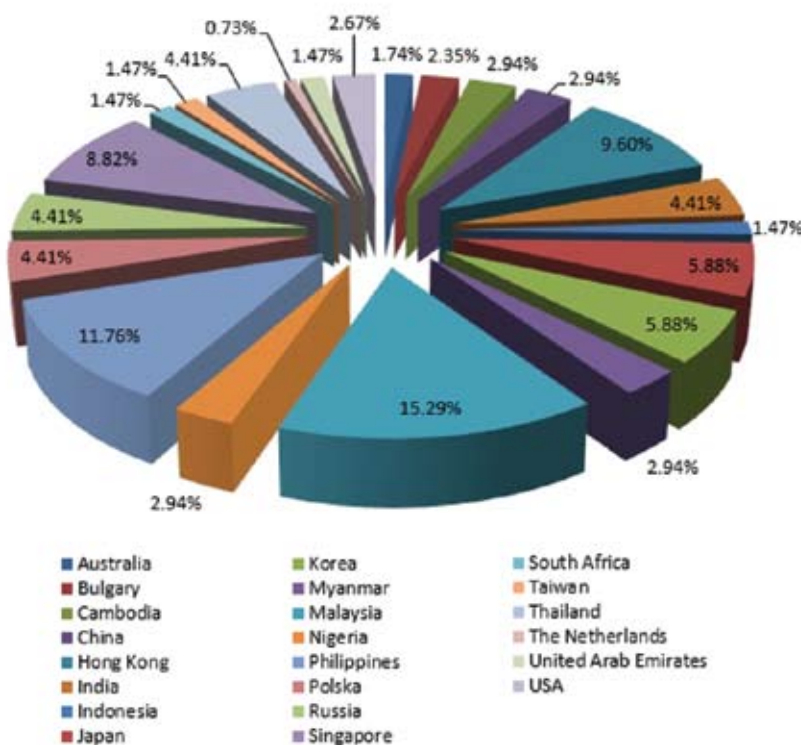
Country	Percentage (%)
Bulgaria	0.71
China	1.42
Hong Kong	2.14
Hungary	0.71
India	0.71
Indonesia	1.42
Italy	2.14
Korea	32.14
Malaysia	7.86
Philippines	0.71
Singapore	10.71
Sri Lanka	0.71
Taiwan	18.00
Thailand	0.71
USA	0.71
Vietnam	19.30
Total	100.00

Visitors Profile



Country Count

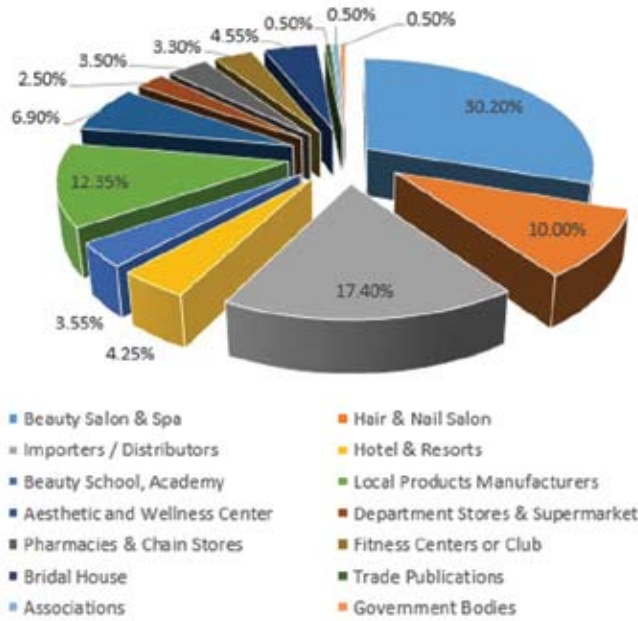
Country	Percentage (%)
Vietnam	94.88
Others	5.12



Visitors by Foreign Countries

Country	Percentage (%)
Australia	1.74
Bulgaria	2.35
Cambodia	2.94
China	2.94
Hong Kong	9.60
India	4.41
Indonesia	1.47
Japan	5.88
Korea	5.88
Myanmar	2.94
Malaysia	15.29
Nigeria	2.94
Philippines	11.76
Polska	4.41
Russia	4.41
Singapore	8.82
South Africa	1.47
Taiwan	1.47
Thailand	4.41
The Netherlands	0.73
United Arab Emirates	1.47
USA	2.67
Total	100.00

Nature of Business



Category	Percentage (%)
Beauty Salon & Spa	30.20
Hair & Nail Salon	10.00
Importers / Distributors	17.40
Hotel & Resorts	4.25
Beauty School, Academy	3.55
Local Products Manufacturers	12.35
Aesthetic and Wellness Center	6.90
Department Stores & Supermarket	2.50
Pharmacies & Chain Stores	3.50
Fitness Centers or Club	3.30
Bridal House	4.55
Trade Publications	0.50
Associations	0.50
Government Bodies	0.50
Total	100.00

Show Statistics

Show Title:
 COSMOBEAUTÉ VIETNAM 2015
 8th Vietnam International Exhibition &
 Conference On Cosmetics, Beauty, Hair & Spa

Date:
 9 – 11 April 2015

Opening Hours:
 9:00am – 5:00pm

Venue:
 Saigon Exhibition & Convention Center (SECC)
 Phu My Hung, Ho Chi Minh City, Vietnam

Admission:
 Open to Trade visitors from
 Beauty, Spa & Wellness Industries Only

Frequency:
 Annually

Gross Exhibiting Area:
 4,000

Number of Companies Exhibiting:
 140 companies from 15 countries

Country Pavilion:
 Italy, Korea, Singapore, Taiwan

Number of Visitors:
 10,737

SEE YOU NEXT YEAR

9th Vietnam International Exhibition & Conference On Cosmetics, Beauty, Hair & Spa

21 - 23 April 2016

Organised by:



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