

cosmobeauté

12th Edition Vietnam International Exhibition on Aesthetics,
Beauty, Cosmetics, Hair, Nail, Spa & Wellness

Vietnam 2019

18th - 20th
April

Saigon
Exhibition &
Convention
Center
(SECC)

HO CHI MINH CITY



The Largest
Beauty
TRADE EXHIBITION
in Vietnam for 12 years!

Giang Huong
Vietnam's Next Top Model

Organised by:
informa exhibitions UBM
ECMI VES

www.cosmobeautevietnam.com



the face of asean's beauty industry

Founded in 2005, The Cosmobeauté trade exhibition series has connected thousands of beauty industry players to the vast and dynamic beauty markets of Southeast Asia annually, **opening up new growth potentials** in the region through trade and innovation in the beauty industry.



the open doors of opportunity in vietnam's beauty industry

As Vietnam's economic activity continues growing, its 95-million strong consumer base enjoys a rapidly increasing spending power as a result. These newly empowered consumers, ready to spend on **imported affordable luxuries** such as cosmetics, skincare, and wellness products, make Vietnam's beauty market an interesting place for both local manufacturers and international brands alike.

connecting you to vietnam's beauty markets ...

Now in its 12th edition, Cosmobeauté Vietnam provides a **suitable platform** for international exhibitors seeking to be a part of this dynamic market by meeting up potential local partners, as well as local beauty industry players looking for an international partner to take their major step into the global beauty markets.

... right up close and personal

Our signature Beauté Meeting Program expedites this connection by connecting you directly to Vietnam's beauty & aesthetic salon owners, spa operators, distributors & retailers, e-commerce businesses, and prospective investors, through **pre-arranged meetings**. Our dedicated meeting team identifies these potential buyers, and set up the meetings with you at no additional cost.



trendsetting events & activities

Held alongside the exhibition are our **daily events & activities**, meticulously designed to pique the interest of the beauty industry either through **trendsetting creativity**, such as our stage events, or to have meaningful exhibitor-visitor interactions, such as our beauty workshops and product demonstration areas.



key facts & figures of cosmobeauté Vietnam 2018

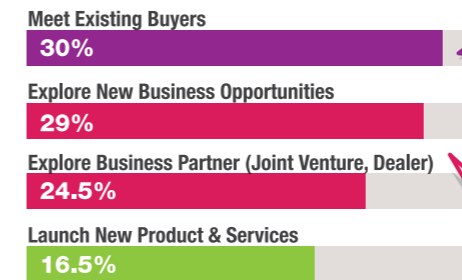

13,352 visitors
 from **38** countries

216 exhibitors from 13 countries,
 with **4** country pavilions



93% of surveyed exhibitors are confirming to take part in **cosmobeauté Vietnam 2019**

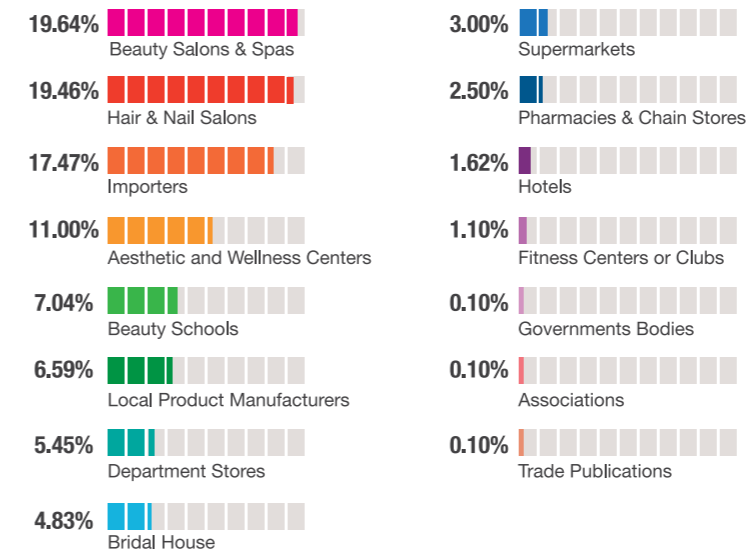
Exhibitor Objective achieved in cosmobeauté Vietnam 2018



The primary objective of exhibitors participating in **cosmobeauté Vietnam** is to maintain their relationships with their existing clients.

At the same time, **53.5%** of the exhibitors are here to build new business leads in **Vietnam**, which they have reported to have successfully created new leads to follow up.

Breakdown of Visitor types in cosmobeauté Vietnam 2018



exhibitors' profile

- Manufacturers, Exporters, Sole Distributors, Agents and Suppliers of:
- Perfumery, Cosmetics and Personal Hygiene
 - Health Food & Beverage
 - 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

visitors' profile

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

visitor quotes



The trade fair is very big and has a lot of various cosmetic products from Taiwan, Korea, Singapore and their latest beauty technologies in the world.

Ms. Phung
Shop owner



"This exhibition is a good opportunity for me to contact new distributors and manufacturers. It helps me to save more money than going overseas and find manufacturers."

Ms. Hanh Tran,
Trade Buyer,
Vietnam

exhibitor quotes



"It's very good and we will definitely return here and exhibit again!"

Ms. Anna Korepanova
Export Manager of
Teana Laboratories,
Russia



This moment we export more than 4 million Euros. I think that Cosmobeauté demonstrates where is the largest point of meeting with distributors and importers for the beauty products.

Ms. Susana Arranz
International Manager of the
Spanish Cosmetic, Toiletry, and
Perfumery Association



"We are impressed by the organizing committee. They organised the show so well and attracted a lot of buyers. Not only buyers from Vietnam, but from other parts of Asia as well."

Mr. Philip Wee
CEO & Managing Director
Beauty Collection
International Pte Ltd.,
Singapore

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Phu My Hung, Ho Chi Minh City, Vietnam

FACT SHEET

participating cost

**OPTION 1:
RAW SPACE**
@ USD 355 per sqm (min. 18sqm)



**OPTION 2:
SHELL SCHEME**
@ USD 385 per sqm (min. 9sqm)



- 1x High Showcase
- 2x Folding Chair
- 1x Information Counter
- 1x Waste Paper Basket
- 1x 5Amp / 220 volt single phase power point
- 2x Fluorescent Tube

**EXPECTED
NO OF COMPANIES
EXHIBITING**

240 
companies

EXPECTED NO OF VISITORS

14,500

visitors

show publicities

- Personal visits to government ministries, trade associations, and chambers of commerce
- SMS broadcasts to targeted audiences
- Promotional collaterals such as posters, bunting and banners
- Dedicated website with online visitor registration service
- Editorial coverage and advertising in major trade publications, billboards and national press
- Targeted direct mail invitation & visitor tickets distributed to trade professionals, specialists and key buyers
- Printed Show Preview on exhibits

Organised by:

informa
exhibitions



ECMI ASIA SDN BHD(1026375-V)
Suite 5-01, Level 5, Sunway VISIO Tower, Lingkaran SV,
Sunway Velocity, 55100 Kuala Lumpur, Malaysia.
Tel: +(603) 9771 2688 | Fax: +(603) 9771 2799 | Email:sharon.siak@ubm.com

Vietnam Region Contact

Minh Vi Exhibition & Advertisement Services Co., Ltd
Room 805, 8th Floor, Ha Do Airport Building,
02 Hong Ha Str., Ward 2, Tan Binh District, Ho Chi Minh City, Vietnam.
T: (+84) 28 3848 8561 F: (+84) 28 3848 8564 E: info@veas.com.vn



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