



**Press Release
For Immediate Release**

A FOCUS ON KOREA AT COSMOPROF ASIA 2019

[Hong Kong, 13 November 2019] – Asia’s premier beauty trade event Cosmoprof Asia returns on 12 to 15 November to Hong Kong. The show welcomes 2,955 exhibitors from 48 countries and regions including 24 country and group pavilions.

Korea once again has been appointed as the “Country of Honour” in recognition of its ever-growing influence on the global beauty scene. With the support of **Korean Trade-Investment Promotion Agency (KOTRA)**, a total of **595 Korean companies** are here to showcase the best of Korean innovation, research and creativity – all of which are the secret of the success of K-Beauty. There are also 16 Korean pavilions featuring all product sectors at both exhibition venues, AWE and HKCEC.

“We are honoured to be the focus country of Cosmoprof Asia again,” says Lee Min-ho, Executive Vice President for Trade Support Infrastructure, KOTRA. “Cosmoprof Asia is an important platform for Korean companies to introduce their brands and innovations to APAC countries such as Mainland China, Hong Kong China, Vietnam and Japan. We are ready to deliver full of technical innovation, educational benefits and customer insights at this four-day show.”

Special focus will be on the “**The Latest Trends and Digital Technology of K-Beauty**” seminar scheduled on 13 November at Cosmotalks Stage 2 (Hall 5C of HKCEC). Guest speakers from the Korea Cosmetic Association (KCA) and Lululab, the leading cosmetics company specialising in AI skincare technology, are invited to share their stories and market insights. Join us to explore the latest trends of K-Beauty and discover how this industry is being impacted by digital technology.

In addition, there will be a two-day K-Beauty live demonstration on make-up, nail art and hair styling from 13 to 14 November, presented by notable Korean players in the beauty industry, namely MUJIN (hair styling), SUJI (nail art) and Shin Hye-Jin (makeup) at Onstage (Hall 5C of HKCEC).



HAIR SHOW

13 Nov | 15:00 – 15:40

Theme: A Collaboration of Traditional Costume for Queen of Korean Chosun Dynasty 500 years ago and a Trendy Hair Style

14 Nov | 15:00 - 15:30

Theme: ITZY Yuna Stage Hair Styling (Natural Wave Styling)

Performing Hairstylist: MUJIN



NAIL SHOW

13 Nov | 15:45 – 16:05

Theme: A Collaboration of Traditional Costume for Queen of Korean Chosun Dynasty 500 years ago and a Trendy Nail Style

14 Nov | 16:10 - 16:40

Theme: Stone Points that Make IDOL More Prominent on the Stage

Performing Make-up Artist: SUJI



MAKE-UP SHOW

13 Nov | 16:10 - 16:40

Theme: Real Make-up Artist Meets a Beauty Make-up App

14 Nov | 15:35 - 16:05

Theme: TWICE Sana's Make-up For Commerical Shoots (Flower Peach Coral Make-up)

Performing Nail Artist: Shin Hye-Jin

Due to outstanding quality, Korean cosmetics are not only a hit within Asia, but also among European countries. Popular products include foundations, natural skin products and toiletries, cutting-edge beauty salon machinery, facial masks etc. Cosmoprof Asia Hong Kong 2019 offers the best opportunities to do business with Korean cosmetic companies.

NOTES TO EDITORS:

Download the high-resolution images at the following link: <http://bit.ly/2NR0gAm>

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ABOUT THE ORGANISERS:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and UBM Asia Ltd. UBM Asia Ltd is now trading as "Informa Markets", a division of Informa PLC.

ABOUT BOLOGNAFIERE GROUP (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably Cosmoprof Worldwide Bologna, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265.000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. In 2020, South China Beauty Expo, a new show in Shenzhen, China, will be scheduled in July. The Cosmoprof platform will reinforce its influence in Europe, thanks to the acquisition of the German group Health and Beauty, in South America, thanks to the collaboration with **Beauty Fair - Feira Internacional De Beleza Profissional**, and in Asia.

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.