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BANGKOK
QUEEN SIRIKIT
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CENTER

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25 – 27 JUNE 2025



**COSMOPACK CBE
ASEAN BANGKOK
2026: WHERE
PRODUCT
DEVELOPMENT
TAKES CENTER
STAGE**

Bangkok, Thailand – The inaugural **Cosmopack CBE ASEAN Bangkok 2026** is set to launch in Thailand, marking a significant milestone for the beauty industry in Southeast Asia. This show within the show will showcase **groundbreaking innovations across the entire beauty supply chain, from ingredients and raw materials to packaging, machinery, print & label and full-service solutions**. Focusing on the critical stages of product development, **the event strengthens Thailand's position as a strategic manufacturing and innovation hub in the ASEAN region**. Originally created to elevate the work of behind-the-scenes companies, **Cosmopack celebrates the developers, formulators, designers, and manufacturers shaping the future of global beauty**.

Part of the globally renowned Cosmoprof network, successfully held in Italy, the U.S., India and China, Cosmopack provides a dedicated platform for showcasing the process behind every finished beauty product. From R&D and ingredient sourcing to packaging innovation, contract manufacturing and OEM/private label production, it maps out the full product lifecycle. Cosmopack CBE ASEAN represents a vital step forward for Thailand's cosmetics sector, as Asia's beauty market experiences rapid growth, valued in the hundreds of billions of baht annually. The event will enable Thai businesses to connect with international buyers, investors, and industry leaders, while enhancing the country's image as a trusted, future-ready production base.

Mr. Sanchai Noombunnam, General Manager of Informa Markets Thailand, stated "We are proud to bring Cosmopack CBE ASEAN to Thailand for the first time. The show within the show will take place in Bangkok from June 24–26, 2026 and will serve as a comprehensive international platform where global beauty supply chain players connect and collaborate. This will empower Thai businesses to demonstrate their capabilities on the world stage, unlock business matching opportunities, and build long-term partnerships for sustainable growth."

Mr. Enrico Zannini, General Manager of BolognaFiere Cosmoprof S.p.A., reaffirmed the group's commitment to expanding its global footprint by investing in Southeast Asia's fast-growing beauty supply chain ecosystem. **"Cosmopack is a platform is not only about business**, but it's about building a future-ready industry. Through our partnership with Informa Markets and Shanghai Baiwen, we are committed to developing an ecosystem that supports meaningful growth for brands, suppliers, and creators throughout Asia and beyond."

Organiser – CCA Ltd



"We are excited to announce the launch of Cosmopack CBE ASEAN in Thailand in 2026. This event will showcase leading C-beauty innovations and enhance collaboration between Chinese beauty supply chain exhibitors and the ASEAN market, paving the way for lasting relationships and sustainable growth," says **Ying Sang, Executive Chairman of CBE China Beauty Expo, Shanghai Baiwen Exhibitions Co., Ltd.**

Ms. Ketmanee Lertkitcha, President - Thailand Cosmetics Manufacturer Industry, added "Thailand's cosmetic industry has strong potential, thanks to its advanced manufacturing capabilities, continuous innovation, and deep understanding of Asian consumer needs. Cosmopack CBE ASEAN will be an ideal platform to elevate Thai brands to a global level and strengthen Thailand's image as a leading production and export base for beauty products in the region.

Thailand's robust industrial capabilities and commitment to sustainable development make it a natural gateway for global collaboration. Cosmopack CBE ASEAN will act as a vital bridge between ASEAN and the wider world, covering all facets of supply chain excellence, from formulation and packaging to machinery and cutting-edge technology.

Cosmopack CBE ASEAN: Key Highlights

- **Innovative ingredients & raw materials** for skincare, makeup, and haircare
- **Cutting-edge packaging solutions**, including eco-friendly designs and sustainable materials
- **Automated machinery** for efficient, high-standard production
- **Contract manufacturing (OEM/ODM) and private label services** from Thailand to world-class providers
- **Business matching programs**, enabling direct negotiations between global buyers and suppliers

Designed to align with the industry's shift toward sustainable beauty, the event will present cutting-edge solutions that both differentiate products and respond to evolving market expectations. The press conference officially launches Cosmopack CBE ASEAN as a premier B2B platform and a key milestone in Thailand's role as a center for beauty innovation.

Save the Date: Cosmopack CBE ASEAN 2026 will take place June 24–26, 2026, at the Queen Sirikit National Convention Center, Bangkok. Discover innovation, connect with global leaders, and shape the future of beauty manufacturing.

For more information, visit:

<https://www.cosmoprof.com/en/the-fair/cosmopack>