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Cosmoprof Inaugurates New Exhibition In South-East Asia In Bangkok

Exhibitions & Events News

A new addition to the international network of Cosmoprof events – **Cosmoprof CBE ASEAN** – is scheduled from 17-19 September 2020 at the **IMPACT Exhibition & Convention Center** in Bangkok, Thailand.

Cosmoprof CBE ASEAN is the fifth iteration of the renowned Cosmoprof format, started 53 years ago in Bologna, Italy. Since then, Cosmoprof has created an international community involving more than 500,000 professionals and over 10,000 beauty companies through its events in Bologna, Las Vegas, Hong Kong and Mumbai.



Cosmoprof CBE ASEAN is a collaboration amongst the BolognaFiere Group, the organiser of the Cosmoprof exhibitions, Informa Markets and China Beauty Expo

(CBE). Taking its origins from the existing events Beyond Beauty ASEAN Bangkok and ASEANBeauty, this new exhibition aims at providing new suggestions and inspirations to the beauty sector in South East Asia, combining the expertise of the world's leading beauty trade show organisers.

Over 800 exhibitors and more than 15,000 visitors are expected at the IMPACT Exhibition & Convention Center in Bangkok for the first edition of Cosmoprof CBE ASEAN. An exhibition area of 25,000 square meters will host the most innovative companies in the beauty sector, mainly from the Asian continent (China, Japan, Indonesia, India, Korea, Philippines, Taiwan region), and also from Europe and the United States. This will be an unique opportunity to meet entrepreneurs, managers, company directors, R&D, brand marketing managers and retailers from around the world.

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