

BREAKING NEWS

# Cosmopack and Cosmoprof Asia To Be Held Under One Roof

The beauty events will be combined in Hong Kong for November 2020.



The combination of Cosmopack and Cosmoprof Asia will allow for buyers to maximize time by sourcing from 12 product sectors all in one venue.

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Joint organizers BolognaFiere Group and Informa Markets will host a specialty one-time consolidation of **Cosmopack and Cosmoprof Asia** held under one roof at the Hong Kong Convention & Exhibition Centre (HKCEC) from 11-13 November. Also, the team plans to launch a Digital Week of activities held right after the physical event in order to offer more companies and professionals the ability to participate virtually.

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According to the show organizers, in recent weeks and months Asia has seen rapidly improving conditions in some countries and regions including several consecutive days and weeks of 0 to near 0 newly reported cases of COVID-19 in Hong Kong. Furthermore, they say the trajectory of recovery for neighboring countries such as Thailand, Japan, and Malaysia are also improving--indicating the possibility of further future eased travel restrictions. Still, with many countries and regions still not reaching similar levels of stability yet, the organizers have proactively decided to create an atmosphere of global beauty opportunity and inclusivity synonymous with the fair's history and reputation.

"As the first international professional beauty event to take place in Asia in 2020 the industry is hungry to get back to sourcing, buying, learning, and selling," said Antonio Bruzzone, general manager, BolognaFiere Group, director of Cosmoprof Asia Ltd. "Our job is to provide the best experience for as many beauty stakeholders as possible during this week in November."

### Digital Week Initiative

Cosmopack and Cosmoprof Asia 2020 will also see the first-time debut of a Digital Week held right after the physical event. This initiative is a virtual extension of the event which will enable travel restricted beauty professionals worldwide to participate in Cosmopack and Cosmoprof Asia 2020. The fair's Digital Week will include virtual presence for select exhibitors, real-time online business matchmaking for sellers and buyers, and a host of recorded and live sessions including seminars and footage from the fair.

"Cosmoprof and Cosmopack Asia 2020 will be an important recovery platform for the international beauty industry," said David Bondi, senior vice president - Asia of Informa Markets and director of Cosmoprof Asia Ltd. "Our decision to move the two fairs into one venue as well as launching a virtual experience apart from the live event is to create an inclusive opportunity. Our Digital Week is also a good experiment to see how we can continuously improve our offerings and services for the future."

Finally, with regards to onsite health and safety measures, the Cosmoprof team says it has adopted the highest standards along with following local/federal and global health protocols and working closely with the venue operators to provide an optimally secure and safe environment.