

Markets & Trends

Cosmopack and Cosmoprof Asia 2020 will be held under one roof

7 July 2020

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The two events, which have been held in two separate venues since 2016, will be gathered under the same roof this year. In addition, the organizers plan to launch a Digital Week of activities held right after the physical event as to offer more companies and professionals the ability to participate virtually.

While last year's edition has been impacted by the political situation in Hong Kong, Cosmopack and Cosmoprof Asia 2020 have to cope with the economic and sanitary uncertainties linked to the Covid-19 pandemic. As a consequence, joint organisers BolognaFiere Group and Informa Markets have decided to collocate both events under one roof at the Hong Kong Convention & Exhibition Centre (HKCEC) from 11-13 November.

While the situation related to the Covid-19 has greatly improved in Hong Kong, with several consecutive days and weeks of 0 to near 0 newly reported cases of the disease, and an improving trajectory of recovery in neighbouring countries such as Thailand, Japan, and Malaysia, travel restrictions are expected to be eased in the region. However, with many countries and regions still not reaching similar levels of stability yet, the organisers have proactively decided to combine the two fairs typically held at Hong Kong Convention & Exhibition Centre (HKCEC) and AsiaWorld-Expo (AWE) all under the roof of HKCEC for 2020.

Digital extension

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 content rich recorded and live sessions including seminars and footage from the fair.

"Cosmopack and Cosmoprof 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, organisers say they have 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."

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