

First edition of South China Beauty Expo opens today

30 July 2020

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While the trade show activity remains inexistent in Europe and North and South America, amid the Covid-19 pandemic, it is resuming in China when the outbreak is apparently under control.

In this context, South China Beauty Expo (SCBE) is being held for the first time at the Shenzhen Convention & Exhibition Centre and opens its doors today on July 30, 2020.

Jointly organised by BolognaFiere, Informa Markets and Shanghai Baiwen Exhibition Co Ltd, South China Beauty Expo will gather **more than 800 exhibitors** and brands from the entire beauty industry chain, comprising **22,500 sqm of exhibition area**, to explore the market opportunities. The organizers expect to welcome **20,000 attendees** from the beauty industry.

"South China Beauty Expo is an important milestone under the Informa Markets Beauty portfolio, as the first B2B event bridging the suppliers and buyers in the Greater Bay Area. The core value of SCBE is to become an effective professional platform to share innovative technologies, ideas and products to the beauty professionals globally as well as to create more business opportunities across the entire beauty supply chain," said Mr David Bondi, Senior Vice President - Asia of Informa Markets.

"SCBE is the first event organized by Informa Markets, BolognaFiere and Shanghai Baiwen Exhibition, a proof that international key players must work together to develop the beauty industry. Further to that, SCBE is the first beauty exhibition in the Greater Bay Area, one of China's fastest-growing regions, which includes Guangzhou and Shenzhen. All exhibitors and attendees can take advantage of visibility and business in a very strategic market. As BolognaFiere, we will consolidate our activities in the region, to offer new opportunities to the over 10,000 companies and the more than 500,000 operators of the Cosmoprof community worldwide. SCBE will help the beauty industry restart after the pandemic. Thanks to its strategic location in Shenzhen, it will become a crucial appointment for stakeholders interested in the great economic potential of the region," adds Antonio Bruzzone, General Manager of BolognaFiere.

Mr Sang Jingmin, Chairman of the **China Beauty Expo** and President of the Shanghai Convention & Exhibition Industries Association, has expressed great confidence in South China Beauty Expo. "On behalf of **China Beauty Expo (CBE)**, a co-host of the **South China Beauty Expo (SCBE)**, I wish the 2020 SCBE a great success! In this unprecedented time, it is necessary to break away and set sail to seize new opportunities! As the first beauty exhibition during this special period in the Greater Bay Area, a show that's thoroughly planned with plentiful of new features and accurate integration of both online and offline resources, it is surely to help beauty professionals dig deeper into the South China beauty market, gain trend insights, and inject new momentum into China's beauty industry!"

For more information and activities, please visit the SCBE website: www.southchinabeautyexpo.com

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