

COSMETICS BUSINESS

Cosmoprof Asia Digital Week, the digital event of Cosmoprof Asia, kicks off today

11-Nov-2021

Are you ready for Cosmoprof Asia Digital Week? Dedicated to all cosmetics and wellness companies, and stakeholders looking for new business solutions across Asia-Pacific and other regions, it promises to be the industry's most anticipated digital event

A promotional banner for Digital Week. The background is a light orange color with a pattern of white and red 3D cubes. The text is as follows:

DIGITAL WEEK
by **COSMOPROF**
ASIA HONG KONG
亞太區美容展

8 – 16 NOVEMBER 2021
COSMOPROF-ASIA.COM/DIGITAL-WEEK

REGISTER NOW

Spanning over seven days, from 8 to 16 November, over 360 exhibitors from 23 countries and regions will be online networking with an estimated 6,000 operators. The digital platform opened for pre-scheduling meetings in October, and since then the event's Match&Meet platform has already seen almost 18,000 visits to exhibitors' profiles and over 930,000 profile views.

Attendees can expect more than 10,000 products and exciting new launches within categories including cosmetics and toiletries, perfumery, professional beauty & wellness, nail, hair, natural & organic, OEM/ODM services, and cosmetic packaging.

13 Country Pavilions will take part in Cosmoprof Asia Digital Week, thanks to the support of trade units and government agencies:

- China with Guangdong Provincial Department of Commerce
- Greece with Enterprise Greece
- Japan with JETRO (Japan External Trade Organisation)
- Korea with IBITA (International Beauty Industry Trade Association)
- KITA Gangwon (Korea International Trade Association Gangwon Center)
- KITA Jeonbuk (Korea International Trade Associations)
- KOTRA (Korea Trade-Investment Promotion Agency)
- SNIP (Seongnam Industry Promotion Agency)
- WMIT (Wonju Medical Industry Techno-Valley)
- Malaysia with MATRADE (Malaysia External Trade Development Corporation)
- Poland with Polcharm
- Spain with ICEX Espana Exportacion e Inversiones, E.P.E.
- Switzerland with Switzerland Global Enterprise

The new digital services of MATCH&MEET

The Match&Meet platform facilitates the search for new products and services and provides seamless business meetings via video calls and live chats with potential partners. Thanks to state-of-the-art technology, the software allows companies and operators to share files, images and business cards during their live calls. The platform also connects to leading social networks, so users are able to receive notifications via Facebook Messenger, WeChat, Whatsapp and SMS at any time of the day. Users can also evaluate traffic and activity performance on profiles through the analytics dashboard.

Moreover, virtual matchmaking will be supported by the organisers' Buyer Engagement Programme, an initiative facilitating business interactions between supply and demand through the selection of the most compatible profiles on both sides.

Insights and special events

Apart from exploring business opportunities, visitors to Cosmoprof Asia Digital Week will be able to attend webinars and presentations across a variety of topics.

Two market specific webinars include 'The Fascination of J-Beauty and Japanese OEM/ODM Cosmetic Company', and 'Malaysia's Unique Value Propositions in the Cosmetics & Toiletries Industry'. Meanwhile, eight themed sessions will span aspects of commerce and retail, sustainability and growth, skincare and beauty:

- Future of Skincare 2024 by WGSN
- Interpretation and Compliance Strategies of China's New Cosmetics Regulations by Reach24
- A New Era for Digital Retail by Fashion Snoops and Asia Cosme Lab
- How Beauty Finds Growth in a New Era of Trust by Mintel
- Spectrum of Sustainable Beauty by Euromonitor International
- Sustainability and Circular Beauty (Post-COVID) by CosmeticsDesign-Asia and WWP Beauty
- Why Should and How Can Beauty Brands and Retailers Accelerate E-Commerce in Asia by Coresight Research
- Finding Success in Asia's eCommerce Gateway and Beyond by InvestHK and Pinkoi

Find the updated Cosmotalks Agenda by browsing here (<http://digital-week.cosmoprof-asia.com/en-us/Education/CosmoTalks-The-Virtual-Series>)

Cosmotrends, the virtual stage and BEAUTYHUNT

Cosmoprof Asia Digital Week and BEAUTYSTREAMS are pleased to present the 2021 Cosmotrends Asia Report, which highlights trending products from exhibitors and serves as an iconic roadmap for show attendees. Don't miss BEAUTYSTREAMS's selections and announcement of the five most striking trends at Cosmotalks at 11:00am on 8 November (HK time).

Cosmo Virtual Stage is the online calendar that brings together professionals and influencers with live demos of hairdressing, nail art, make-up techniques, treatments and presentations of innovative products. Practical demonstrations of products and equipment unveil the effects of formulations on skin and hair, and experts will showcase the best techniques as requested by consumers. New this year is the two-minute video broadcast provided by our Elite Exhibitors, who will showcase their exclusive products and services.

The #BeautyHunt programme will put the spotlight on new launches at Cosmoprof Asia Digital Week. Thanks to their knowledge of the market's peculiarities in the Asia-Pacific region, the influencers Jeniffer Harn (Korea), make-up artist, and Kim Dao (Australia), YouTuber, will analyze the most exciting products out of the event's exhibiting companies. Meet them online at 14:30 (HK Time) on 10 & 12 November: See here (<https://digital-week.cosmoprof-asia.com/en-us/Events/Cosmo-Virtual-Stage/-BeautyHunt>)

Register here ([http://onlinereg.informamarkets-info.com/Registration.aspx?](http://onlinereg.informamarkets-info.com/Registration.aspx?lang=en&EventID=CADW2021&sor=CADWSite_WhyVisit&_ga=2.124624010.1610057327.1635731681-220195009.1604135179&utm_source=EDM&utm_medium=PressRelease&utm_campaign=CADWPR2_5Nov)

[lang=en&EventID=CADW2021&sor=CADWSite_WhyVisit&_ga=2.124624010.1610057327.1635731681-](http://onlinereg.informamarkets-info.com/Registration.aspx?lang=en&EventID=CADW2021&sor=CADWSite_WhyVisit&_ga=2.124624010.1610057327.1635731681-220195009.1604135179&utm_source=EDM&utm_medium=PressRelease&utm_campaign=CADWPR2_5Nov)

[220195009.1604135179&utm_source=EDM&utm_medium=PressRelease&utm_campaign=CADWPR2_5Nov](http://onlinereg.informamarkets-info.com/Registration.aspx?lang=en&EventID=CADW2021&sor=CADWSite_WhyVisit&_ga=2.124624010.1610057327.1635731681-220195009.1604135179&utm_source=EDM&utm_medium=PressRelease&utm_campaign=CADWPR2_5Nov)) to join Cosmoprof Asia Digital Week