

BeautyMatter

NOT-TO-MISS HIGHLIGHTS AT COSMOPROF ASIA 2023

BEAUTYMATTER STUDIO



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SUPPLY SIDE, RESOURCES, TREND,
PRODUCTS

Hong Kong is an integral market for the beauty industry, recognized as the gateway to Mainland China and the Asia-Pacific region. The city is a strategic location for global players, offering a business-friendly environment because of its designation as a free-trade port and tax-free zone. [Cosmoprof Asia 2023](#) is celebrating 26 years as the leading B2B beauty event in the Asia-Pacific region, expecting 60,000 attendees and 2,000 exhibitors to attend the show.

Cosmopack Asia will be held from November 14 to 16 at AsiaWorld Expo, gathering global supply chain leaders, ingredients, packaging, contract manufacturing, private label, machinery, and equipment. Cosmoprof Asia, from November 15 to 17 at the Hong Kong Convention & Exhibition Centre, will feature innovative branded finished products in a fully dedicated area for retail and professional distribution channels.

The show has developed special projects to enrich the exhibition by focusing on key trends in the Asia-Pacific region.

Cosm Lab is an interactive installation located in Cosmopack Asia and created in collaboration with OPAL. The activation will deliver a multisensory experience of how clean and green beauty trends can change consumers' behavior, leading down the path of sustainability through a more conscious and responsible lifestyle.

CosmoTalks offers a rich educational calendar that will inspire and inform through exclusive roundtables led by thought leaders from the Cosmoprof network. Global cosmetics industry leaders will share insights on macro movements and trends.

CosmoForum will highlight presentations providing in-depth market analyses and case studies of specific consumer behavior among confirmed main partners AsiaCosme Lab, BeautyMatter, BEAUTYSTREAMS, Euromonitor International, Kline, SGS, and Tmall Global.

CosmoOnstage is a dynamic platform at Cosmoprof Asia, highlighting live shows and demo sessions by industry influencers showcasing cutting-edge products and state-of-the-art equipment. An exclusive stage performance organized by AHMA (Association of Hair and Makeup Artists) will celebrate the creativity of the Barber Battle Hong Kong 2023 winners.

Cosmoprof Asia & Cosmopack Asia Awards, curated by BEAUTYSTREAMS, are set to commemorate the most outstanding companies for their research and development in formulation, packaging, sustainable approach, storytelling, and value proposition. Finalists will enjoy special visibility, while the winners will be announced during the exhibition with a dedicated celebration on November 15, at the Hong Kong Convention & Exhibition Centre. For the first time, winners of the Awards will have the opportunity to showcase their achievements in Bologna during Cosmoprof Worldwide Bologna 2024.

CosmoTrends will provide an overview of actual trends in Asia-Pacific, starting from the innovation and new launches presented by exhibitors at Cosmoprof Asia. The report, prepared by BEAUTYSTREAMS, will become a strategic roadmap for operators, buyers, trend-scouters, press, and influencers highlighting the products influencing consumers' habits. A special installation with all selected products will be set up on the show floor, and the report will be presented during a CosmoTalks session to all attendees.

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