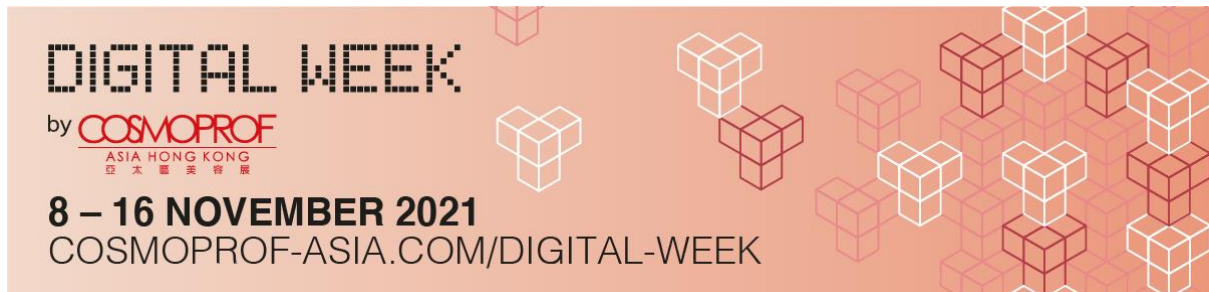


Press Release
For Immediate Release



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

[8 November 2021, Hong Kong] – 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.

Spanning 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 & 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 Organization); **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) and 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. and **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
- Finding Success in Asia's eCommerce Gateway and Beyond by InvestHK and Pinkoi
- Why Should and How Can Beauty Brands and Retailers Accelerate E-Commerce in Asia by Coresight Research

Find the updated Cosmotalks Agenda by browsing <https://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'

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: <https://digital-week.cosmoprof-asia.com/en-us/Events/Cosmo-Virtual-Stage/-BeautyHunt?>

[Register](#) to join Cosmoprof Asia Digital Week and visit the event website for more updates on: <https://digital-week.cosmoprof-asia.com/en-us/>.

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ABOUT THE ORGANISERS:

Cosmoprof Asia is organised by Cosmoprof Asia Ltd, a joint-venture company between BolognaFiere Group and Informa Markets Asia Ltd.

ABOUT BOLOGNAFIERE GROUP (www.bolognafiere.it)

BolognaFiere Group is the world's leading trade show organiser in cosmetics, fashion, architecture, building, art and culture. The Group has more than 80 international exhibitions within its portfolio, notably **Cosmoprof Worldwide Bologna**, the most important meeting point in the world for beauty professionals, established in 1967 and held in Bologna, Italy. For the 2019 edition, Cosmoprof registered more than 265,000 attendees from 150 countries in the world, with an increase by 10% of foreign professionals, and 3,033 exhibitors from 70 countries. The Cosmoprof platform extends throughout the entire world, with its events in Bologna, Las Vegas, Mumbai, and Hong Kong, China (with **Cosmoprof Worldwide Bologna, Cosmoprof North America, Cosmoprof India, and Cosmoprof Asia**). Recently the fifth exhibition of the network has been announced: **Cosmoprof CBE ASEAN**, in Thailand, will focus on the cosmetic industry in South-East Asia. The network further expands to China with **South China Beauty Expo** in Shenzhen. The Cosmoprof platform will reinforce its influence as well in Europe with the Beauty Forum format, thanks to the acquisition of the German group **Health and Beauty**.

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets Beauty has an extensive network powered by B2B events across 11 cities in Asia (**Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo**), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in **Miami 2022** will serve THE AMERICAS, North, South America and Caribbean Islands Region.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.