

enabling new business

 **SWITZERLAND
GLOBAL
ENTERPRISE**

Invitation to participate

SWISS PAVILION COSMOPROF ASIA 2019

HONG KONG, 13 – 15 NOVEMBER 2019



OFFICIAL PROGRAM

Switzerland. 
Trade & Investment Promotion.



ASIA-PACIFIC COSMETIC MARKET

WHY TAKE PART?

① Asia Pacific is an extremely important market for the beauty and personal care industry

The region currently holds 32% of the global beauty and personal care marketplace and has an expected CAGR growth of 6.7% over the next five years. It continues to dominate and influence trends in the beauty space. Although there are similarities between regional markets in trends, consumer beauty preferences and concerns are varied by country.

Some key trends

- The aging population has led to a significant increase in the demand for anti-aging products - their market continues to expand throughout the region especially premium products.
- Young, affluent Asian consumers are becoming increasingly urbane and willing to experiment with novelty. A brand's social presence is therefore becoming even more essential to their success as more consumers leverage outlets like Instagram and Facebook for insights on beauty trends and product advice.
- Natural beauty and personal care items are on the rise in popularity, thereby creating room for research and development in the cosmetics market.
- Moreover, the increase in the use of personal care products by men leads to more demand in this market.

COSMOPROF ASIA 2019

TRADE SHOW INFORMATION

- ① Cosmoprof Asia 2019 will continue the successful formula of "1 Fair 2 Venues" and held strategically across two venues:

COSMOPACK ASIA at ASIAWORLD-EXPO (AWE) will host exhibitors of **all kinds of the supply chain**: Raw materials & Ingredients, Machinery & Automation, Equipment, Primary & Secondary Packaging, Contract Manufacturing, Applicators and Private Label.

The **HONG KONG CONVENTION & EXHIBITION CENTRE (HKCEC)** will host **all finished cosmetics**: Cosmetics & Toiletries, Natural & Organic, Beauty Salon & Spa, Hair, Nail & Accessories.

Switzerland Global Enterprise will organize a **SWISS** Pavilion in the HKCEC, located in hall 1E, a hall dedicated to perfumery, cosmetics and toiletries (subject to alterations).






COSMOPROF ASIA 2019

TRADE SHOW INFORMATION

-  13 – 15 November 2019
-  Hong Kong Convention and Exhibition Centre, Hong Kong
-  The ultimate crossroad for the beauty business in the entire Asia-Pacific region
-  Visitor profile: Wholesalers / Distributors / Agents, Finished product manufacturers, Beauty salons, Retailers, OEM / ODM / Manufacturers, Hair salons, others
-  [Facts and figures Cosmoprof Asia 2018](#)
-  www.s-ge.com/cosmoprof-asia
www.cosmoprof-asia.com

SWISS PAVILION - A RECIPE FOR SUCCESS

5 REASONS TO ATTEND

-  Concentrate on the development and care of your customer relations – we organize your participation
-  Prominent location – ensuring a high degree of attention
-  Clear identification by the Swiss design - the Swiss identity has long been widely recognized to be a symbol of high-quality standard and innovations
-  Attractive stand design creating an inviting atmosphere (a new stand design will be implemented)
-  Ready to use stand

WHICH CHOICE FITS FOR YOU?

Options	Price
Being there is everything (3-4 sqm)	CHF 5,680.-
Space rental • basic booth construction • graphic (approx. 2 sqm, print from delivered data) • 1 high-table • 2 bar stools • 1 showcase	
Small but stylish (9 sqm)	CHF 12,690.-
Space rental • basic booth construction • 1 table • 4 chairs • 1 showcase • 3 shelves	
Be part of the action – Size M (12 sqm)	CHF 16,260.-
Space rental • basic booth construction • 1 table • 4 chairs • 1 showcase • 3 shelves • 1 lockable side-board	
The sky is the limit (min. 15 sqm)	CHF 1,300.-/sqm
Space rental • basic booth construction • 1 lockable side-board or 1 storage room (min. 1 x 1 m) • 1 showcase • 4 shelves • per 9 sqm: 1 table, 4 chairs	

Registration fee S-GE	Price
Gold-members S-GE	CHF 650.-
Silver-members S-GE / Members SKW	CHF 800.-
Non-members	CHF 950.-

THIS IS WHAT WE DO FOR YOU – OUR SERVICE PACKAGE

S-GE service package

We care about all organizational belongings:

Project management as well as organizational and administrative preparation and realization

- exhibitor meeting in Switzerland
- consulting session with all project partners
- Swiss side event
- exhibitor badges
- name tags

Let the show begin:

Illumination • power supply • one company logo • hosted hospitality area • info bar • internet access • snacks, coffee and non-alcoholic drinks • storage (limited space) • booth cleaning and garbage removal

Your company and products deserve attention:

Swiss online exhibitor directory • entry in the official print and online catalogue • onsite marketing

Not included

- Transport and insurance of your exhibits
- Individual stand design and additional furnishings
- Technical connections and operating costs
- Travel and accommodation

→ For more information please consult the S-GE general terms and conditions (items 4.6 and 7.2) at www.s-ge.com/agb.

EXHIBITOR STATEMENT COSMOPROF ASIA 2018

*«A very pleased exhibition experience backed by strong support from the **SWISS Pavilion.**»*

Haizhu Liu, Marketing and Sales Coordinator

Laboratoire Sintyl SA, winner of the Cosmoprof Asia award of hair product

METHODE
PHYSIODERMIE

COSMOPROF
Awards ASIA

A PROJECT
CURATED IN
PARTNERSHIP
WITH
BEAUTYSTREANS

REGISTRATION DEADLINE AND CONTACT

- **Registration Deadline:** Friday, 14 June 2019
- **Projekt Management SWISS Pavilion:**



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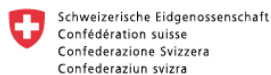


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- **Partners:**



Consulate General of Switzerland
Swiss Business Hub Hong Kong



SWISS PAVILION IMPRESSIONS



SWISS Pavilion @ Cosmoprof Asia 2018



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