Beat: Vips

CHINA BEAUTY EXPO2017 - Shanghai New International Exhibition Center

23-24-25 May 2017

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USPA NEWS - After closing the 21st Edition of China Beauty Expo concluding with the organizer claiming a big success, the event being held at Shanghai New International Expo Center. Already, the organizers claimed having hosted 2,568 exhibitors from more than 26 countries. Next year, the Event will be held...

After closing the 21st Edition of China Beauty Expo concluding with the organizer claiming a big success, the event being held at Shanghai New International Expo Center. Already, the organizers claimed having hosted 2,568 exhibitors from more than 26 countries. Next year, the Event will be held 23-24-25 May at the same place, covering 200,000 sqm of exhibition area. A total of 387,523 visits have been registered during the 3-day show, which represented a 24% increase compared to 2015.

A lot is expected knowing that this year exhibitors were including l'Oréal, Shiseido, Jahwa, Cosmax and Intercos. Participating companies showcasing thousands of high quality products, ranging from the beauty chain to finished beauty products, from professional beauty to related services consultancy. Everyone participating with a clear business purpose, using China Beauty Expo as a unique stage to promote their products, innovations and beauty related services.

This year, China Beauty Expo brought together leaders from across beauty and personal care to discuss the current and future climate of the industry, enjoying the enviable position of being the undisputed regional leader among beatuty fairs. It was the first collaboration with IFSCC, a worldwide federation dedicated to international cooperation in cosmetics science and technology ; China Beauty Expo satisfactory conducted a half-day conference program on 'Skin and Pollution at BI&F (Beauty Ingredients & Formulation).

Building on the success of the first Edition, China Beauty Expo invited renowned international industry talents to support Beyond Beauty Trends, including Centdegrés and Beautystreams. Conferences adressing the hottest issues and trends in beauty, including packaging, fragrances, market forecast, K-Beauty, brand building, rules and regulations... are expected for the 2017 Edition because having impressed domestic and international participants with engaging presentations.

Now in its 22nd year coming, China Beauty Expo is the premier event dedicated to the further growing beauty market in China and Asia. Business networking, learning and sharing are the main beauty highlights. With three mega fairs, China Beauty Expo brings together renowned international and domestic brands and companies for Cosmetics, Professional Beauty and Cosmetech. The imported beauty sector is seeing a strong boost across the Chinese market.

Source : China Beauty Expo
* Photo cover (Left) : Claudia BONFIGLIOLI, International Director Informa Beauty & Mr SANG, General Manager China Beauty Expo

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