



THE 12th
CHINA BEAUTY EXPO
INTERNATIONAL BEAUTY & COSMETICS

+++ BREAKING NEWS +++

Dated August 2nd 2006

For immediate release

Business Media China AG appoints U.S. sales representative

Business Media China AG has appointed Tom Berger & Associates, LLC as their U.S. and Canada sales representative for the leading beauty event in mainland China – China Beauty Expo, Shanghai.

The General Manager, Todd Berger and his experienced team are organising a pavilion with U.S. and Canadian companies for the coming show in May 2007.

“We believe that China Beauty Expo is one of the finest, professionally managed shows in Asia, one that every U.S. & Canadian Company that desires to export or import should be exhibiting in or visiting. If you want to reach this vast growing market, you must be part of this great event in China. China Beauty Expo takes place in the SNIEC which is generally considered as a venue with first class facilities and Shanghai is a dynamic city and a worthy host.

The U.S. Pavilion will be one that will reflect the professionalism and experience of the U.S. Companies and we hope to have a large contingent to join us in 2007” – states Todd Berger, Tom Berger & Associates, LLC.

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BUSINESS MEDIA CHINA AG has established closely related media enterprises in China, combining competence in the exhibition, publishing and advertising business.

BUSINESS MEDIA CHINA brings international companies together with China's top decision makers and business partners and is the guarantor for the highest event standards and successful international participation in the Beauty events in China.

China Beauty Expo is known as the leading beauty event in Mainland China with 952 exhibitors and over 188,000 visitors attending the show in 2006. The event is supported by all relevant associations and government bodies in China.

For further details, including picture material please contact:

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