



THE 12th
CHINA BEAUTY EXPO
INTERNATIONAL BEAUTY & COSMETICS

+++ BREAKING NEWS +++

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For immediate release

Singapore Seminar – Gaining a competitive edge at the 12th China Beauty Expo 2007

In the lead up to the China Beauty Expo Shanghai 2007, Business Media China together with its Singapore Sales representative Local Global Exhibitions & Trade Services Singapore held the first ever seminar on the Chinese beauty and cosmetics industry on January 31st 2007 at the premises of the supporting Singapore Manufacturers Federation.

All industry players were invited, from CEOs, business owners, exporters and importers – all with an interest in the Chinese beauty and cosmetics market. Over 40 key decision makers attended the 4 hour seminar.

Attendees benefited from understanding the regulations of Chinese customs, getting tips on China's import procedures and finding out about import regulations. In addition they received information on accessing the Chinese beauty and cosmetics market, getting an insight into the China Beauty Expo networking platform, learning about success stories and profited from an informative free 1-to-1 consultation on duty and VAT consultation as well as other agent services.

As a result of this welcomed seminar the organisers of the event are happy to announce a sizeable Singapore Pavilion in hall W2 of this May's edition of the show.

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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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