



THE 12th  
**CHINA BEAUTY EXPO**  
INTERNATIONAL BEAUTY & COSMETICS

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+++ PRESS RELEASE +++

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For immediate release

## **China Beauty Expo 2007 – Asia’s No. 1, World’s No. 3**

From May 10<sup>th</sup> - 12<sup>th</sup>, 2007 China Beauty Expo was held at Shanghai New International Expo Center (SNIEC), increasing its fame in- and outside of China as **Asia’s No. 1 Beauty Exhibition**.

The Singapore Pavilion enjoyed its first time participation alongside other pavilions from Japan, Korea and Taiwan. On-site questioning showed that the Asian flair was clearly appreciated by both local and international visitors mainly sourcing new products and ingredients.

Cecilia Tham, Senior Executive, Singapore Manufacturers’ Federation stated: “Singapore Manufacturers’ Federation, with the support from INTERNATIONAL ENTERPRISE SINGAPORE (IES) led six Singapore companies to exhibit in the 12th China Expo 2007.

Singapore pavilion exhibitors made at least sixty-five useful contacts through this exhibition, with a total of S\$400,000.00 sales & orders to be anticipated within the next 12 months. SMA is pleased with the results achieved in this first participation of this trade fair and looks forward to leading another Singapore group to this show in year 2008, with the support of IE Singapore”.



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### **Meeting China's Key Market Players**

With its **195,300 trade visitors**, China Beauty Expo airs its primary positioning within the Chinese and Asian market. **Almost 66% of the total visitors are Chinese distributors, wholesalers and retailers** looking to represent foreign companies, form joint ventures or source products from throughout the beauty and cosmetics segments.

International visitors primarily looked for OEM manufacturers, packaging and ingredients, expressing their high satisfaction with the vast range of products on offer.

### **The Growth Factor**

The China Beauty Expo trade platform fully reflects the interactivity of the market. An additional 5<sup>th</sup> hall increased the overall floor area by 23%, reaching **57,500 sqm**. Three additional tents placed in the outdoor exhibition area served as the VIP Area, Press Center and provided exhibitors and visitor with 2 additional dining areas.

### **Brands Expressing Solid Sales Leads**

With 3000 exhibition stands and **1,023 participating companies from over 30 countries**, the exhibitor attendance increased by 16% over the 2006 edition. Big brands, such as Shanghai Jahwa, Colour Zone, Amore from China, Kose, Kanebo and Shiseido cosmetics brands from Japan, Montagne Jeunesse mass-market producer from the UK, Germaine de Capuccini, Sorisa and Thuya Spa supplier from Spain, Ulric de Varens from France and Nailmall incorporating nail brands from the US presented their latest innovations and already expressed receiving solid sales leads and closing on-site deals with respective wholesalers, retailers and distributors.



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### **Show Pavilion Attracting Attention**

Show highlights in the Show Pavilion of Hall W4 incorporated the “Colour Zone” 2007 China Color Cosmetic Trend Show. Top Toni&Guy stylists delivered an exciting hair-dressing event together with International Artistic Director, Bill Watson, International Technical Director, AJ Blackadder and North China Art Director, Frankie Chan.

The 4<sup>th</sup> Asia-Pacific Future Beauty Concept Pavilion in Hall W2 hosted nine high-end research projects and presented the highest technology level in the Asian cosmetic industry. Shiseido shared latest whitening research results, Kanebo amongst other researcher welcomed visitors to learn more about whitening and repairing techniques, moisturising creams, anti-aging evaluations and application of natural herb products.

### **On-Site Services Highly Praised**

For the first time now, the international organiser BMC AG provided each international exhibitor with **a free 30 minute one-on-one consultation sessions held by Thomas Wetherell**, President of Innovatize, Inc.. Attendees benefited from receiving tips on accessing the Chinese beauty and cosmetics market.

### **2008 Preview**

According to on-site questioning 75% of this year’s exhibitors have expressed their intent to participate again in 2008. Business Media China AG’s CEO, Mr. Klaus M. Hilligardt expressed that “the China Beauty Expo is approaching its goal of hosting the world’s top beauty exhibition”.

### **STOP PRESS**



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**About the Organiser**

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.

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**Picture Material can be downloaded at:**

<http://www.chinabeautyexpo.biz/en/news/photos/>