



THE 13th 2008
CHINA BEAUTY EXPO
INTERNATIONAL BEAUTY & COSMETICS

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For immediate release

China Beauty Expo 2008 – 13th Round

From May 20th – 22nd, 2008 China Beauty Expo will be held at Shanghai New International Expo Center (SNIEC), increasing its fame in- and outside of China as **Asia's No. 1 Beauty Exhibition**.

Meeting China's Decision Makers

With its **195,300 trade visitors**, China Beauty Expo airs its primary positioning within the Chinese and Asian markets. **Over 60% of the total visitors represent 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 can source OEM, packaging and ingredients manufacturers and suppliers.

Continuous Growth

The China Beauty Expo trade platform fully reflects the interactivity of the market. An additional 6th hall will increase the overall floor area to around **60,000 sqm**. The outdoor exhibition area will again serve as the VIP Area, Press Center and will provide exhibitors and visitor with an additional dining area.



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Taking On All Available Space

To date over **1,100 exhibiting companies from over 30 countries** have already confirmed their participation seizing over 3000 standard booths.

Visitor Promotion Campaign

The organisers of China Beauty Expo have implemented a comprehensive campaign to invite professional of international and domestic manufacturing industries.

The national visitor promotion campaign includes a specialised VIP program to over **100 domestic buyer groups from over 31 provinces** and the distribution of the fair newspaper, **Cosmetic News**, to over 100,000 contacts on a monthly basis. The readers are informed about the latest developments in the market and exhibition.

Over 50 domestic and 22 international industry related magazines and journals draw attention to the event with the latest news.

Interested visitors can pre-register free of charge at www.chinabeautyexpo.biz to enjoy the latest market trends from within China and abroad during China Beauty Expo.

Preview

The event program will be released shortly.

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/>