



THE 14th 2009
CHINA BEAUTY EXPO
 INTERNATIONAL BEAUTY & COSMETICS

FACT SHEET

Trade Show:

China Beauty Expo 2009

Website:

www.chinabeautyexpo.biz

Date & Opening Times:

May 18th & 19th 2009 9:00 – 17:00
May 20th 2009 9:00 – 16:00

Frequency:

Annual

Venue:

Shanghai New International Expo Center

Admission:

For trade only

Exhibition Results for the Year 2008 :

Exhibition Space:

expecting 7 halls covering 72,000 sqm (6 halls with 66,000 sqm in 2008)

Exhibitors:

1200 in 2008 from 29 countries (1023 in 2007)

Exhibitor breakdown by product range:

Skincare	31.7 %
Hair, SPA & Nail Products and Equipment	20.5 %
Color Cosmetics & Perfumery	12.7 %
Detergents & Personal Care	11.9 %
Raw material, Machinery & Packaging	23.2 %

Visitors:

200,000 in 2008 from 65 countries (195,300 in 2007)

Visitor breakdown by nature of business:

Distributor / Wholesaler & Agent	38.5 %
Retailer	23.3 %
Beauty & Hair Salon / SPA	16.4 %
Manufacturer	13.7 %
OEM Buyer	8.0 %
Others	0.1 %

International visitor breakdown by geography:

Asia	67.8 %
Europe	14.3 %
North America	9.9 %
Australia	2.8 %
South America	2.9 %
Africa	2.3 %

Chinese visitor breakdown by geography:

East China	51.6 %
North China	10.1 %
North-East China	8.2 %
South China	16.7 %
Central China	7.0 %
South-West China	2.7 %
North-West China	3.7 %



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Exhibitor Services:	Individual exhibitor package incl. furnishing, tickets & passes Special stand construction package Translator assistance Media coverage, pre-show / on-site / post-show assistance
Visitor Services:	Free admission for pre-registered visitors Hotel and translator assistance
Special Events:	Opening Awards Ceremony Get Together Evening Educational Seminars Press Conference New Product Launches Brand Promotions Styling Shows

Supporters*:

Beauty Culture Association of Thailand
CCPIT Specialized Sub-Council of Light Industry
China Flavor and Fragrance Cosmetics Association of China
China Beauty & Hair Association
China Job-Training Technique Guide Centre of Ministry of Labour
Cosmetics Branch of National Industrial & Commercial Association of China
Cosmetic Industry Association of Taipei
Hong Kong Hair & Beauty Merchants Association
International Enterprise Singapore
Korea Cosmetics Industry Association
Kunshan City Flavour Fragrance & Cosmetic Industry Association
Royal Thai Consulate General Shanghai
Singapore Manufacturers' Federation
Sino-Japan Beauty & Cosmetic Business Association
Sino-Japan Council for the Promotion of Cosmetics
Shandong Province Daily Chemical Industry Association
Shanghai Municipal Government
Shanghai Trade Exhibition Office
State Food and Drug Administration
Suzhou City Daily Chemical Industry Association
Thai Cosmetic Manufacturers Association
Thai Spa Association
The Department of Health Law Enforcement & Supervision of the Ministry of Health, P.R.C
The Ministry of State Quality Supervision Bureau
The Import & Exports Association of Taipei



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Media Partner*:

Chinese Trade Journals

Azone Brand Specialist
B&H
Beauty
Beauty Pioneer
Beauty Pro
Beauty Salon
Buying Source Publications
CBN100 / China Beauty Salon
China Beauty Fashion Newspaper
China Beauty Net
China Cosmetic Factory, Ingredient, Packaging & Machinery
China Cosmetic Trade Center
China Cosmetics Website
China Hair & Beauty Association
China Perfumery City
Classic Beauty
Cosmetic Newspaper
Discover Source · Beauty
Economy Newspaper
ESTETICA China
Fashion Guide
Fashion Nail
Guangzhou Yueafen Website
Hair Beauty China Scientific Cosmetology
Hair Magazine
Happi China
HC360
Health & Beauty
Hong Kong Beauty magazine
Hong Kong Huiduo International Investment Group Co., Ltd.
Jiefang daily
KOSMETIK International
Nail Vision
Nation Beauty
New Eye Shot
News Morning
Oriental News
Packaging Materials & Containers
People's daily
Process Packaging
Salon News Asia
Shanghai Business Newspaper
Shanghai Daily
Shanghai Wednesday
Shenzhen Packaging & Consumers
Sino Beauty
The City
Top Beauty 100
Wenhui Newspaper
Xinmin Newspaper
Xinwen Newspaper
Yueafen

International Trade Journals

Beauté Espace
Beauty & Hair The Trade Magazine
Beauty Cosmedica
Beauty Fashion
Beauty Research
Beauty Packaging
CosmoWellness
ESTETICA
Export Magazine
Hair4ufme Journal
Happi Magazine
Hygienic & Cosmetic Magazine
Institute of Modern & Natural Cosmetech
Info-Be
Peluqueras Hair Styles Magazine
Queen International
Salon News Asia
Tocado
Vida Estética

TV Stations

Beijing Television
CCTV China News
CCTV International
CCTV Lady Fashion
China News Agency
Fujian TV Station
Guangdong South TV Station
Guangxi TV Station
Hebei TV Station
Heilongjiang TV Station
Hunan TV Station
Jilin TV Station
SMG Channel Young
SMG News Center
Sandong TV Station
Shanghai Commercial Daily
Shanghai TV Station
Shanxi TV Station
Sichuan TV Station
Xinhua news Agency

* subject to change

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Publisher of:

The official China Beauty Expo Newspaper:

化妆品资讯
Cosmetic News

The no. 1 B2B Magazine for the Hair Sector:

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CHINA