

# beautyexpo

[www.beautyexpo.com.my](http://www.beautyexpo.com.my)

Organised by:



Powered by:



# cosmobeauté

Malaysia 2022

[www.cosmobeauteasia.com](http://www.cosmobeauteasia.com)

**28\_01**  
**SEP - OCT**  
**2022**

KUALA LUMPUR  
CONVENTION CENTRE  
(KLCC), MALAYSIA  
10AM - 7PM

# HYBRID EDITION

*Malaysia's*

**LARGEST & LONGEST-RUNNING  
BEAUTY TRADE SHOWS**





## A WHOLE NEW UNIFIED EXPERIENCE WITH HYBRID EDITION : LIVE AND VIRTUAL

In 2022 for the first time ever, Informa Markets brings together Malaysia's most established beauty shows, the 20th edition of **beautyexpo** and 17th edition of **Cosmobeauté Malaysia** in a whole new unified experience – HYBRID event: live and virtual. The hybrid edition will be held from **28 September to 1 October 2022** at **Kuala Lumpur Convention Centre (KLCC)** and online featuring an additional **digital component** to provide audiences with an enhanced show experience and maximise the networking opportunities.

The hybrid edition provides an essential platform for industry professionals to not only showcase their brands, products, innovations, and technologies in our live event and virtual platform – but also allow companies to discover new business opportunities and experience new ways of business engagement in regardless of travel restrictions.

Powered by AI, our virtual platform is easy to use and navigate and allow you to find contacts like never before from all over the world. At our flagship live event you can finalise partnerships, strengthen relationships, demonstrate your products in real-life, and even be thrilled with chance encounters bringing new opportunities.

## OUR TAILORED HYBRID SOLUTIONS FOR YOUR BUSINESS NEEDS



### EXHIBIT LIVE

Face-to-face networking with potential leads and demonstrate your products in real-life.



### HYBRID PAVILION

Allow international exhibitors to connect with live audiences despite of travel restrictions. Virtual lounge at the live event with access to virtual platform.



### VIRTUAL PLATFORM

Connect with online community from all over the world.



# BENEFITS OF EXHIBITING AT THE HYBRID EDITION

Connect, learn and network with the beauty community across the globe.



Enhance brand awareness



Gauge market feedback on products/services



Gauge buying intentions and seal the deals



Showcase products/services  
- live demo and upload on virtual platform



Establish and develop business relationships



Reach wider audience network  
- online and offline



Focused sessions and webinars beneficial for your company



## REACH THE RIGHT TARGET AUDIENCES WITH DEDICATED EXHIBIT SECTORS

**beautyexpo** and **Cosmobeauté Malaysia** have been the most trusted one-stop sourcing platforms with a complete spectrum of beauty industry portfolios covering Academy, Aesthetic, Beauty, Cosmetics & Embroidery, Hair, Halal Beauty, Nail, OEM/ODM and Spa & Wellness. The dedicated exhibit sectors are perfect for your business to reach your target audiences.

Academy

Aesthetic

Beauty

Cosmetics & Embroidery

Hair

Halal Beauty

Nail

OEM/ODM

Spa & Wellness

## SHOW FACTS & FIGURES



**Expecting**  
**8,000** visitors from  
all around the world

### Welcoming



**300** exhibitors from  
**20** countries and regions



## EXHIBITOR PROFILE

- Academy
- Aesthetic Products, Accessories, Tools & Equipment
- Association & Government Body
- Barber Products, Accessories, Tools, Equipment & Furnishing
- Cosmetics & Accessories
- Embroidery, Tattoo & Eyelash
- Eye Care
- Foot Care
- Hair, Scalp Care Products, Accessories, Tools & Furnishing
- Halal Products
- Health Care, Supplements Products & Tools
- Hotel Amenities
- Lingerie
- Nail Products, Accessories & Equipment
- OEM / ODM / Contract Manufacturing
- Oral Hygiene & Dental care
- Organic and Natural Skincare Products
- Packaging & Labelling
- Perfume & Aromatherapy Products
- Personal Care Products
- Publication
- Raw Materials & Ingredients
- Skincare Products
- Skincare Tools & Equipment
- Slimming Products, Body Enhancement & Fitness
- Spa Care Products, Tools, Equipment & Furnishing
- Toiletries
- Waxing Products, Accessories & Tools

## VISITOR PROFILE

- Aesthetic Centre
- Association
- Barber
- Beauty Academy & School
- Beauty Salon
- Bridal Studio
- Department Store
- Exporter / Importer
- Fitness Centre & Club
- Hair Academy & School
- Hair Salon & Studio
- Health Centre
- Hotel
- Makeup Studio
- Medical Beauty Centre
- Nail Salon
- OEM / ODM / Manufacturer
- Perfumery & Cosmetics
- Pharmacy & Chain Store
- Retailer / Agent
- Slimming Centre
- Spa & Wellness Centre
- Supermarket
- Trade Publication
- Supplier / Distributor / Wholesaler

## EXTENSIVE MARKETING CAMPAIGN

The Organiser provides an extensive marketing opportunity via various channels, to promote the event and develop solid brand presence for your company.



Advertising in  
**local and  
international**  
media platform



**Global  
coverage** on  
event website



Strategic SEO/SEM  
campaign to  
**enhance brand  
recognition**



A 365-days  
**Digital Showroom**  
to promote  
products/services



**Brand exposure**  
on social media  
channels



**E-newsletter** to more  
than 30,000  
subscribers of event  
database



Call-to-action  
via  
**telemarketing**



**Lead generation** via  
focused content  
marketing



# EVENT HIGHLIGHTS



## BARBERLOKAL

In 2022, **beautyexpo** continues to team up with a passionate group of barbers to create a series of exciting activities and programmes include Barber Talk, Barber Show and Barber Competition to discuss on barber-related topics, exchange of ideas and offer a chance to the new breed of experts in barber industry to upgrade their skills and techniques.

## BUSINESS MATCHING

An exclusive business matchmaking programme that enables pre-arranged meetings and find potential business partners by connecting potential trade buyers directly with beauty & aesthetic salon owners, spa operators, distributors & retailers, e-commerce businesses, and prospective investors.



## BEAUTY LIVE CHAT

Beauty Live Chat allows exhibitors to demonstrate products, launch new products and interact with audiences via interactive Q&A through live streamed sessions.

## WORKSHOPS, SEMINARS & LIVE DEMONSTRATIONS

Held alongside the exhibition are our beauty workshops, seminars and live demonstrations which are meticulously designed to pique the interest of participating beauty industry players. Get empowered by top-notch industry experts share their professional expertise and experience that will allow the attendees to discover new beauty tips, industry knowledge, business opportunities, product recommendations and beauty trends.



## 9TH COSMONAIL CUP INCA ASEAN COMPETITION

**Cosmobeauté Malaysia** continues to collaborate with International Nails Competition Association (INCA) in bringing spectacular international competition for two categories: nail and eyelash & embroidery. The competition is specifically designed to put participants' skills to the test through stringent technical requirements, while setting an international level of competition standards.



## PARTICIPATING COST

### Raw Space (min 18sqm)

•Space only

**USD 338 per sqm**



### Hybrid Booth (min 6sqm)

- 1x Information counter
- 1x Round table
- 3x Folding chair
- 1x Fluorescent tube (white light)
- 1x Spotlight (white light)
- 1x Socket 5A/220V
- 1x Laptop with access to virtual platform
- 1x Booth assistant
- 1x Waste paper basket



**USD 3,000**

*\*subject to 6% SST*

### Shell scheme (min 9sqm)

- System partition and structures
- Fascia board with company name & booth no.
- Needle punch carpet
- 1x Lockable cabinet
- 1x Round table
- 1x Folding chair
- 2x Black leather armchairs
- 1x Waste basket
- 2x Spotlights
- 1x 13-amp power point



**USD 368 per sqm**

### Standard Package

- Company profile
- 3x Product features image
- Brand Listing
- 1:1 video meeting
- Live chat

**USD 1,800**

*\*subject to 6% SST*

### Virtual Platform



### Upgraded Package

- Company profile
- 3x Product features image
- Brand Listing
- 1:1 video meeting
- Live chat
- 1x Exclusive EDM

**USD 2,000**

*\*subject to 6% SST*

## THE ORGANISER

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East coast and USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.

We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

FOR MORE INFORMATION, PLEASE CONTACT:



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