

THE LEADING INTERNATIONAL  
BEAUTY TRADE SHOW IN VIETNAM



SECC, HCMC, VIETNAM  
**25-27**  
**JULY**  
**2024**



FROM SUPPLY CHAINS TO FINISHED PRODUCTS  
AND PROFESSIONAL BEAUTY EQUIPMENT

HAIRCARE, NAILCARE AND MEDICAL BEAUTY

Powered by  
**COSMOPROF**  
ASIA HONG KONG

The event is powered by  
**Renewable  
Electricity**

Organiser



**informa  
markets**

SES Vietnam Exhibition  
Services Company  
Limited

**vietbeauty**

Vietnam's Premier International Beauty Show

**cosmobeauté**

Vietnam 2024



# ABOUT VIETBEAUTY x COSMOBEAUTÉ VIETNAM 2024

Recognized as Vietnam's largest and longest-running international B2B Beauty event, **Vietbeauty x Cosmobeauté Vietnam** holds significant importance in the beauty industry. Encompassing all sectors, from Supply Chains to Finished Products, Beauty Salon, Hair Salon Products, Nails and Medical Beauty Equipment, these events serve as a primary gateway to access, enter, and expand distribution networks in Vietnam and ASEAN markets.

It presents a valuable opportunity for businesses and manufacturers to broaden their market presence, explore new business prospects, and engage in a comprehensive B2B forum showcasing the latest products and services in the beauty sector. The success and attention garnered by Vietbeauty and Cosmobeauté Vietnam 2024 mark a noteworthy achievement.



# POSITIVE OUTLOOK FOR BEAUTY MARKET IN VIETNAM AND ASEAN IN 2024

**ONE: The growing middle-class population** in Vietnam and other ASEAN countries has resulted in increased disposable income, leading to higher consumer spending on beauty products and services. This trend is expected to continue, driving market growth.

**TWO: The rising awareness** of personal grooming and self-care among individuals in the region has created a strong demand for a wide range of beauty products, including skincare, cosmetics, and hair care. Moreover,

**THREE: The rapid expansion of e-commerce platforms** and the increasing penetration of smartphones have made beauty products more accessible to consumers, particularly in remote areas. This digital transformation, coupled with targeted marketing strategies by beauty brands, is expected to boost sales and market penetration.

**FOUR:** the ASEAN region's focus on sustainability and natural ingredients aligns with the growing global trend, allowing local beauty brands to tap into the eco-conscious consumer segment.

## 6 REASONS MUST PARTICIPATE



**Approach and Enter Vietnam market** by exhibiting and launching new products & services at this event.



**Increase your brand awareness, business presentation prestige** to local and international B2B Buyers.



**Approach VIP B2B Buyers** through Matchmaking B2B Buyer Program. Manufacturers/ OEM/ ODM, Distributors, importers, salons, retailers, e-commerce businesses, Professional Experts and potential investors will have a preview in advance of the exhibitor profile and schedule appointments in advance.



**Enhance and expand your trading opportunities and distribution network** with potential partners from many provinces in Vietnam and ASEAN countries.



**Update knowledge, market information, and beauty industry trends** via educational seminars with sharing from leading key-note speakers in Beauty Industry.



Be a part of the Premier Beauty Trade show & Beauty Community in ASEAN.

## SUCCESSFUL CASE



### MR. BART VERHEYEN

Chairman of the Belgium-Luxembourg  
Chamber of Commerce in Vietnam (BELUXCHAM);  
Commercial Director of MEDICARE Vietnam

MEDICARE VIETNAM



### MR. AIK LIM

Senior Director of Meiyume

MEIYUME

It's fantastic to be attending this year and fortunate to have the opportunity to participate in the Vietbeauty & Cosmobeauté Vietnam 2023 for several consecutive years. For a retail-focused company, this is a great chance for us to connect with potential brands and secure exclusive distribution for our products in Vietnam. At this year's exhibition, we were successful in our negotiations with our partner Meiyume. This is a positive outcome, and I think Vietbeauty & Cosmobeauté Vietnam will introduce MEDICARE to a number of other cooperation prospects in the future.

# MAIN EXHIBITOR PROFILES

## Finished products for Retail & Professional use:

- Skin care / Personal care
- Make-Up and tool / accessories
- Professional Care Product for Beauty Salons / Clinics
- Beauty Health Supplements / Food & Beverages
- Natural and Organic Products
- Perfumery, Cosmetics & Personal Hygiene
- Nailcare & Haircare products / Equipment
- Beauty services & Solutions
- ...and many more

## Supply Chains:

- Development / R&D and Formular
- Manufacturer, Contract Manufacturing & Private Label (OEM / ODM)
- Formulation & Raw Materials, Lab & Testing services
- Packaging, Labeling & Processing Equipment
- Manufacturing Machinery
- ..... and many more

## Professional Beauty Equipment & Devices:

- Beauty Equipment & Tools for Spa / Clinic
- Medical Aesthetic Product & Equipment for Aesthetic surgery
- Salon Furnishing Spa & Wellness Facilities
- Equipment, Tool & Furnishing Facilities for Nail & Hair Salon



## EXHIBITOR QUOTES



### MR. MICHAEL BAI

*Sales Director*

It's only been a month since the VietBeauty show 2023 in Ho Chi Minh City, Vietnam, and I deeply appreciate everything you've done for us. The planning and execution of the event exceeded our expectations. Thanks to this event, we connected with numerous important and valuable clients. Once again, thank you for all your efforts. Wishing you wonderful days ahead. All the best!



### MS. SEN. HSU

*Marketing Manager*

*Yang Li Trading Company Limited*

I believe that the beauty industry in Vietnam is currently a very vibrant and promising market. Our booth is bustling with activity, especially with visitors from various markets such as South Asia, the Arab world, and they are very interested in the products we offer.



### MS. DUONG THI CHUYEN

*Business Manager*

*Ioniaga Vietnam Co., Ltd*

This is one of many excellent international exhibitions in Vietnam. It creates an ideal opportunity for exhibitors like us to directly interact and connect with potential clients.

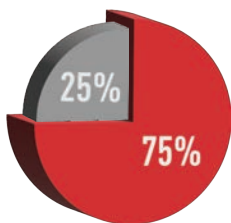
\* Read more in 2023 Post-show report

# VISITOR PROFILES

- Distributors and Exclusive Distributors & Importers
- Cosmetic / Skincare / Personal care / Make-up Distributors
- Beauty equipment for spa / clinic
- Beauty Salons, Spa, Beauty Academies and Aesthetic Clinics
- Manufacturers & OEM/ODM
- Nail / Hair / Beauty Salon & Spa Owners
- Aesthetic Doctor / Dermatologist
- Supermarkets / Department Stores/ Retail Chains
- Online Marketplace/ Ecommerce
- Wholesalers / Cosmetic shops / Online Shops
- Fitness Centers / Clubs
- Pharmacies / Drug store
- Hotels
- Others



## B2B Buyer and Visitor Geographical Breakdown



 **Vietnam**

 **International**

*\*The percentage is post show report of 2023 edition.*

## TOP 4 VISITOR'S OBJECTIVES FOR VISITING

Looking for new brands and products to import and distribute.



Looking for new OEM, packaging, or other suppliers.



Looking for new technologies and solutions.



Collect market & trend information and connect syst



*\* Read more in 2023 Post-show report*

# FACTS & FIGURES IN 2023



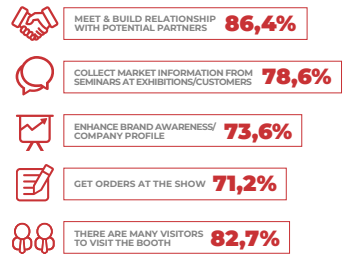
## Satisfactory Level Of Exhibitors



## Visitor's Professional Profile



## Exhibitors' Objective For Exhibiting



## B2B Buyers & Visitor Statistics

Total Number of Unique B2B Buyers & Visitors **8738**



## B2B Buyers & Visitors' Nature Of Business



\* Read more in 2023 Post-show report

## Exhibitors' Primary Business Nature



## B2B BUYERS & VISTIOR TESTIMONIAL



**MS. KAORI SHINAYAMA**  
*Director of Overseas Division*

GRANT E ONE'S CO.,LTD.

Joining this exhibition for the very first time, I hold great expectations. As I can see, the event is organized in an extremely professional way which creates a sense of convenience and comfort for customers. That's what I like most about this show. I will definitely come back here next year to participate in this amazing trade show.



**MR. ADRIEN**  
*International Management Director*

BUY2SELL

So what really impressed me was that more suppliers from abroad came to the event. Many international companies want to be present in the Vietnamese market, Vietbeauty & Cosmobeauté Vietnam 2023 is a real must-attend event for everyone who is interested in beauty products in Vietnam, from the manufacturer, distributors and sellers and I also found many suppliers from Korea.



**MR. THILAKONE ANOUVONG**  
*President*

ANOUVONG IMPORT-EXPORT SOLE CO.,LTD

This is the third time of joining this event. We are really appreciate and happy to come back and meet all the friends and all the suppliers again. Vietbeauty & Cosmobeauté Vietnam 2023 is the biggest event ever for the last edition for us. This is a very good opportunity for us to meet many booths from international business about machine, packaging, perfume factory as Taiwan, Vietnam. I will take my feelings back home and tell my country about this event.



\* Read more in 2023 Post-show report

# HIGHLIGHT ACTIVITIES

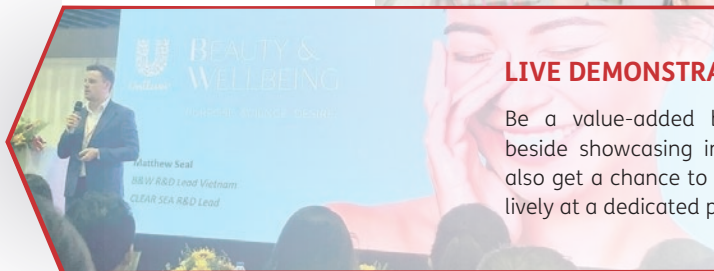


## OPENING CEREMONY

The programme will be well attended by VIPs from representatives from international pavilions, guests of honor from supporting organisations, leading associations, and government bodies.

## AESTHETIC & RETAIL SEMINARS

Hosted by leading industry experts, a series of educational, retail seminars will provide insightful information and beauty trends not only in Vietnam but also in ASEAN.



## LIVE DEMONSTRATION

Be a value-added benefit for our exhibitors, beside showcasing in the exhibition area, they also get a chance to demonstrate their products lively at a dedicated platform.

## KOL

During the exhibition, attendees can get a chance to meet in person with KOL who get interaction with your products / services on the show floor.



## B2B BUYER PROGRAMME

One of the most important programme at the event is B2B Buyer Programme which we supportively connect exhibitors with top qualified buyers who are decision makers from manufacturers, distributors, retailers, Spa & Salon Owners, etc.



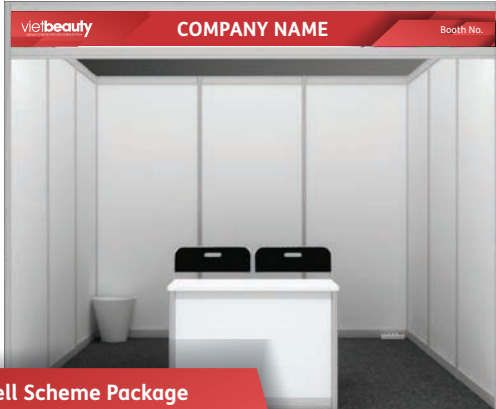
# EXHIBITION RATE



## Raw Space (Space Only)

Unit cost: **USD360/m<sup>2</sup>**

(Minimum space is 18sqm)



## Shell Scheme Package

Unit cost: **USD390/m<sup>2</sup>**

(Minimum booth is 9sqm)

Each 9 sqm standard booth inclusive of:

- ▶ Needle punch carpet.
- ▶ White polyester laminated panels for board (2.5mH)
- ▶ Fascia board with company name and booth number
- ▶ Fluorescent lights (40 w) x 2
- ▶ Information counter x 1
- ▶ Folding chairs x 2
- ▶ Waste basket x 1
- ▶ Power socket (5A/22V, single phase) x 1

## Sponsor Package

Contact us for more details

## NEW IN 2024!

To support and show the true power of Vietnamese beauty brands, we aim to create a playground for **MADE IN VIETNAM BRANDS** in 2024 edition.

Contact us for more information and secure a prime location at our dedicated **MADE IN VIETNAM PAVILION!**

# INFORMA MARKETS BEAUTY NETWORK



SHANGHAI • CHINA

Organised by  
Baiwen | Informa markets



LAS VEGAS | MIAMI • USA

Organiser - USA Beauty LLC  
Informa markets | Bologna Fiere | IFA International Beauty Association



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25 - 27 July 2024

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# ABOUT INFORMA MARKETS

Informa Markets on Beauty segment has an extensive network powered by B2B events across 12 renowned cities in Asia – Hong Kong, Bangkok, Chengdu, Ho Chi Minh City, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo and Singapore; 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 ANY ENQUIRIES, PLEASE CONTACT

*For Local Enquiries:*

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