

Post Show REPORT

SOUTHEAST ASIA'S LONGEST RUNNING BEAUTY SHOW

Following the successful the 17th edition of **beautyexpo**, **beautyexpo** has further proved to be the leading annual beauty trade exhibition in the region; focusing on connecting exhibitors and visitors and facilitates solid networking opportunities and business relationships. Showcasing innovative beauty products, trends and breakthrough technologies from all sectors in beauty industry over the 4-day event.

SHOW FACTS



Exhibition Area
7,540 sqm



Number of Visitors
14,218



Number of Exhibiting Companies
322



Number of Participating Countries
22 Countries



National & Group Pavilion
**China, Korea, Taiwan, Thailand,
Singapore and Europe**

The Largest
Beauty &
Therapeutic
Trade Show

beautyexpo¹⁸

Malaysia International Beauty Show

5-8 October 2018

Kuala Lumpur Convention Centre (KLCC) Malaysia
第18届马来西亚国际美容美发美甲用品贸易博览会

www.beautyexpo.com.my

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beautyexpo



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TWENTY AGAIN
AGE 20's



ADHCA
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Association of
Dermatologists
& Cosmetologists



Wellness & Spa



SWAS
Spa & Wellness Association
Malaysia



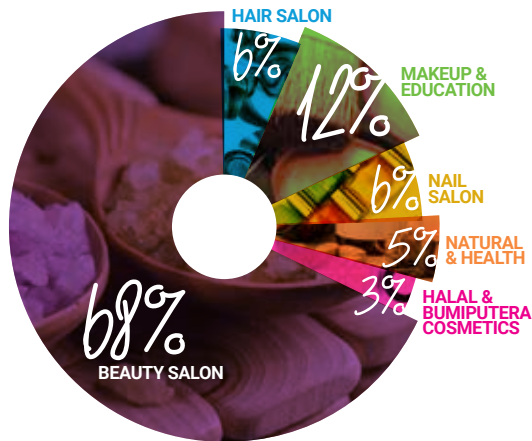
MADMAVERICKS



Exhibitors Overview

This year, the event welcomed 322 exhibiting companies from 22 countries including United States, Brazil, China, Japan and Korea.

Breakdown by Exhibit Zones



Exhibitor Testimonials

"This is the third consecutive time we are exhibiting at the **beautyexpo**. We notice a steady increase in international exhibitors and visitors which helps us a lot in expanding our network in the local and international market. We've received a good number of prospects. We would like to thank the organiser for this strong trade event. We are looking forward to return in **beautyexpo 2019**."

MC Tan // Phri Bio-Tech Sdn Bhd

"This is our first time exhibiting at **beautyexpo** and we are here because Malaysia's beauty market is very big and stable with access to other countries in Asia. In our goal to penetrate new markets we find that **beautyexpo** is an ideal place for us to showcase our products, connect with distributors and network with other players in the beauty industry. It is imperative for us to return in **beautyexpo 2019**."

Caio Lopes // Agilise Cosmetics

Marketing Campaign

beautyexpo invests in extensive and dedicated marketing campaign throughout the year to ensure the strong brand awareness and solid presence of exhibitors. Continual collaborations with local and international media partners help to reach and target massive visitors.



Magazine



Newspaper



Social media



E-Newsletter

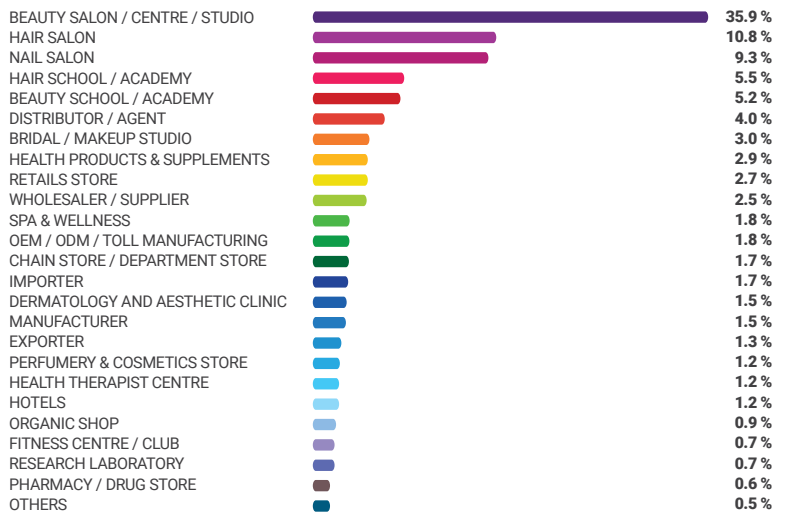


Telemarketing

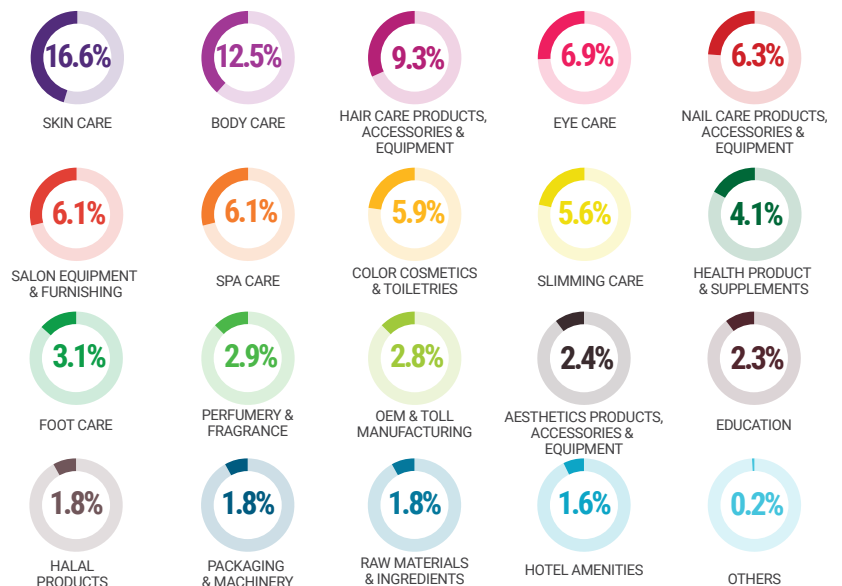
Visitors Profile

The exhibition successfully drew 14,218 attendees from 35 countries, who were able to source local and international beauty products on the show floor.

Breakdown by Nature of Business



Breakdown by Area of Interest



Breakdown by Purchase / Influence of Products & Services



Visitor Voices

"I represent a healthcare products distributor in Thailand. We are here to look for skincare products and suppliers to do business with our company. The business matching session I was just in proved to be very fruitful. I will continue coming until the last day of **beautyexpo 2018** to network more with suppliers from Malaysia and other countries. I find that this show is a very good event for our company and I am very keen on coming for **beautyexpo 2019**."

Pimdarin Prombandankul
V-Green Life Co Ltd (Thailand)

"We visited **beautyexpo** for the first time in 2017 and that experience made us return for a visit to **beautyexpo 2018**. Our task is to update ourselves with the market trend to help our company be in-tuned with the development of the beauty industry. We are also here to seek for networking opportunities with local and international companies to expand our company's business. With the way it's going, we will definitely come again in the next 3 days of the show and we look forward for **beautyexpo 2019**."

Fan Suet Pin & Kuan Peng Lim
Brenntag Sdn Bhd (Malaysia)