



ASIA BEAUTY EXPO

GATHERING BEAUTY RESOURCE, BUILDING ASIA EVENTS

🕒 Sept. 21st-23rd 2017

📍 National Exhibition and Convention Center (Shanghai)

Organizer:

China Association of Fragrance Flavor and Cosmetic Industries (CAFFCI)
NIEC Group

Co-organizer:

Shanghai Northern EASTPO Exhibition Co., Ltd



<http://www.asiabeautyexpo.com>

ABE Intro

Organized by China Association of Fragrance Flavor and Cosmetic Industries and NIEC Group, ASIA BEAUTY EXPO will be held on 21st -23rd, September 2017 at National Exhibition and Convention Center (Shanghai) across an exhibition space of 26,000 sqm. ABE will attract 800 exhibitors, including more than 150 overseas brands, and 40,000 visitors.

Autumn Beauty Expo in Shanghai

ABE 2016 was held successfully on 25th-27th, September at National Exhibition and Convention Center (Shanghai) with exhibition area of 15,000 sqm. ABE attracted 250 exhibitors coming from Japan, Malaysia, Korea, Taiwan, and Hong Kong etc., including 36 overseas exhibitors. About 20,000 visitors attended ABE, including 1,986 overseas visitors. Concurrent activities included: Internet+ Beauty Forum, China and Korea Cosmetics Cooperation Forum, China Cosmetics Innovative and Entrepreneurial Conference ,Beauty Industry Development & Technology Forum, etc.

The Asia Beauty Event in 2017

ABE 2017 will continue to integrate cosmetics, beauty salon, raw materials & packing as a whole, and gather Asia institutions & pavilions from Korea, Japan, Malaysia, Taiwan, Hong Kong, etc. Hot topics like e-commerce, micro business, business startups, medical cosmetology, micro-plastic surgery, anti-aging, health and wellness etc, will be added.

Unites National First Level Industrial Association

Established on August 21, 1984, China Association of Fragrance Flavor and Cosmetic Industries is a national first level industrial association approved by the Ministry of Civil Affairs. As the first public company in China exhibition industry, NIEC GROUP hosts over 25 exhibitions and conferences every year. It is one of the most leading exhibition and conference organizers. Bilateral cooperation will achieve a successful industry event and promote Asia beauty industry to further development.



26,000_m²
Exhibition Area



800
Exhibitors



40,000
Visitors



ABE Highlights



Integration Gathering Asia Pavilions in ABE

As the goal to serve Asia beauty industry, to create a platform for high-quality commercial trade , technology exchange and info-communication, ABE 2017 will show Korea, Japan, Malaysia, Taiwan, Hong Kong and other overseas pavilions. ABE will hold cross-culture and multi-topics beauty industry activities.



Display Beauty Industry Integrated Platform

Covering cosmetic, beauty salon and raw materials & packing, ABE 2017 will be a comprehensive industry-chain platform for main brands of medical cosmetology, micro-plastic surgery, e-commerce, micro business, business startups, anti-aging, health & wellness, etc.



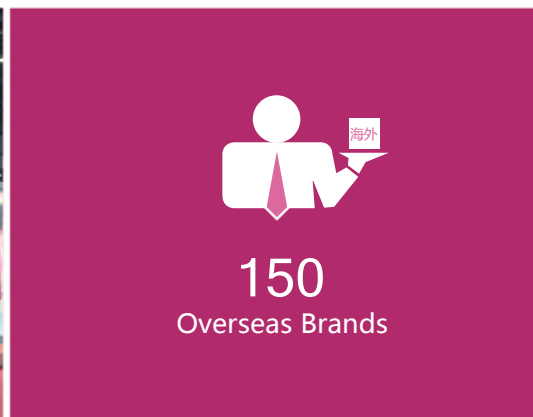
Innovation New View, New Technique, New Mode

ABE 2017 will show the internet trends of micro business & e-commerce and advanced technique. ABE will also focus on offline innovation and the latest development model of traditional small and medium-sized beauty enterprises.



Bridge Match-making + Summit Forum

Focusing on the industry development, ABE 2017 will hold international match-making , thematic forums, conferences and invite experts to analyze industry trends.





Cosmetics

R & D
Production

Internet + Beauty
Micro Business

Channel
Development

Concurrent Activities

1

The Imported Cosmetics Conference & China-Korea Cosmetics Cooperation Forum 2017

Highlights: the communication platform for government agencies and people in the industry trade between China and Korea; discussion on regional development trend and trade planning; forefront topics in cosmetics trade.

2

Internet + Beauty Micro Business Innovation Summit Forum 2017

Highlights: the trend and innovation model of Internet +; guidance for micro business and entrepreneurship; the expansion of e-commerce channels; analysis on the trend of Internet + Beauty;

3

China Science & Technology Forum of Beauty Industry Channel 2017

Highlights: the latest technology snapshot; assisting small and medium-sized enterprises to improve the competitive power of channels through technological innovation; docking meeting for channel service providers & small and medium brands;

4

China R&D and Production Technology Forum in Beauty Industry 2017

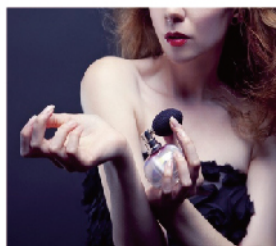
Highlights: discussion on R&D and production technical problems; speeding up the transformation and application of the R&D achievements.

5

China Cosmetic Retail Summit Forum 2017

Highlights: national retailer conference of high-quality; sharing experience and business management skills with retailers;

Exhibit Categories



Cosmetics

- Skin care
- Household cleaning
- Oral Care
- Perfume and color cosmetics
- Men's Care
- Child Care
- Make-up Tools



Salon Products

- Beauty Salon Products & Hair Beauty
- Eyelashes Products
- Tattoo Products
- Nails Products
- Tools & Medical Cosmetic
- Beauty Salon & SPA Products



Raw Materials & Packing

- OEM/ODM
- Raw Material
- Color Cosmetics Equipment
- Metal Containers
- Glass Containers
- Plastic Containers
- Coating
- Pump Head, Valves, Cover
- Paper Products
- Hoses
- Machinery and Equipment



Micro Business

- Cosmetic Micro Business
- O2O Service Providers
- Internet Marketing and Advertising
- Micro Business Platform
- Operating Service Providers



Medical Cosmetology & Micro-plastic Surgery

- Plastic Surgery Hospital
- Medical Cosmetology Clinic
- Anti-aging Treatment Center
- Medical-plastic Surgery Instrument and Equipment
- Medical Consumables, Surgical Dressing, Disinfection Products
- Plastic Surgery & Heath Checkup Agencies
- Hair Transplant Salon
- Medical and Health Checkup Agencies
- Oral Surgery Hospitals and Clinics
- Medical-plastic Institution



Health & Wellness

- Traditional Chinese Medicine (TCM) Products
- Moxibustion , Massage, Acupuncture
- Beauty & Heath Item
- Beauty Healthcare Equipment

ABE 2016 Review

● Exhibitors Analysis

36

Overseas Exhibitors

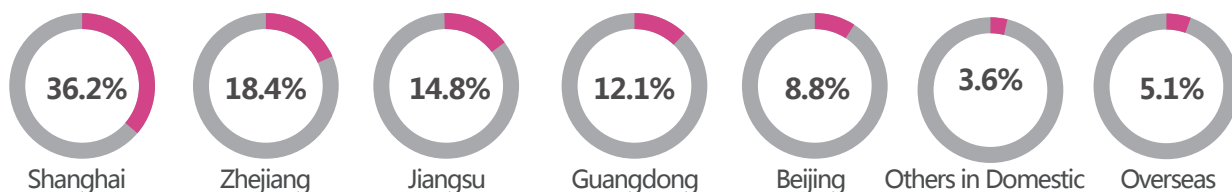
36 exhibitors from 6 countries and regions, such as Japan, Korea, Taiwan, Hong Kong, Malaysia .etc

195

Chinese Exhibitors

195 exhibitors from 15 provinces, such as Shanghai, Zhejiang, Guangdong, Jiangsu, Beijing, Chongqing, Liaoning .etc

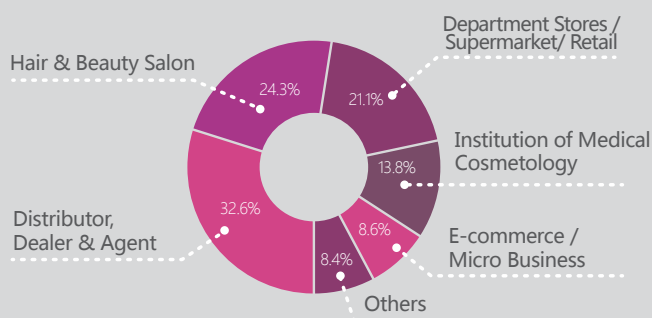
● Regional Distribution of Exhibitors



● Buyers Analysis



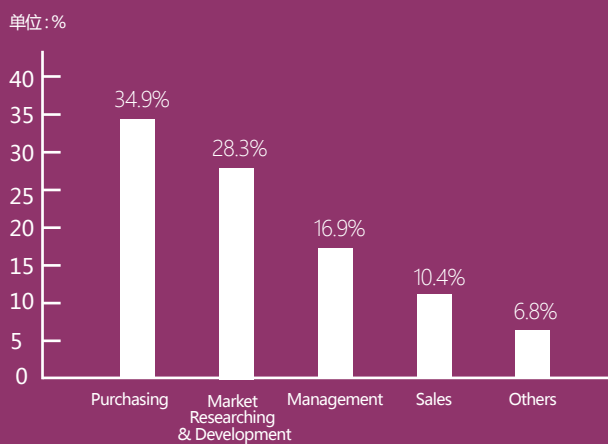
● Industry Analysis of Visitors



● Exhibitors Satisfaction



● Department Analysis of Visitors



The Promotion

1

Industry Media

International Media :

NEWS.COM、COSIN、
ANTV-AGE、COSMETIC, ect

Domestic Media: Deep
cooperation with more than
80 industry medias:
Cosmetic Newspaper,
chinabeauty.cn, Cosmetics &
Toiletries Biweekly, China
Beauty Fashion, etc.

2

Mass Media

Maximized exposure will
get more visitors: CCTV,
YICAI.COM, Tencent,
Metro Media, etc.

3

New Media Marketing

New-media marketing
promotion covers over
8,000,000 people
through different
platforms like WeChat,
EDM, Newsletter, KOL,
Weibo, etc.

4

Promotion Activities

Over 10 promotion
activities cover 80,000
buyers in China's and
foreign industry
gathering area.



Part of Media Partners



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