

YOUR BEST
DESTINATION TO
VIETNAM AND MEKONG
BEAUTY MARKETS

MEKONG
BEAUTY
SHOW

14 - 16 June 2018

SAIGON EXHIBITION
AND CONVENTION
CENTRE - SECC

Natural & Organic Cosmetics Market's Potential in Vietnam

Mekong Beauty Road Show 2018

Even though the ISO standard and definitions for natural and organic cosmetic products and their ingredients have always been in dispute, beauty brands globally have never stopped stepping forward towards greener cosmetics. Young consumers are even more aggressive in looking for harmless and organic beauty. As a country which is rich in natural ingredients, Vietnam has huge for Natural & Organic Cosmetics Market either in developing or consuming.

2nd edition of **Mekong Beauty Show** will return from June 14-16 in Saigon Exhibition & Convention Center. In 2018, Mekong Beauty Show is convinced that we should bring more **natural & organic brands from Korea, Japan, Europe, Taiwan, Thailand, Singapore** and other countries to federate Vietnam industry professionals with new technology and innovation. Over 200 exhibitors are going to participate in Mekong Beauty Show in 2018.

To kick off the show in June, Mekong Beauty organized two workshops in the middle of January in Hanoi and Ho Chi Minh and invited local manufacturers, distributors and retailers. More than 100 beauty professionals from Vietnam participated in the two events to share and communicate on the topic of **"the Growing Natural & Organic Cosmetics Market's Potential in Vietnam"**. This is also the 1st annual meeting of **"Vietnam Beauty Distributor & Retailer Club"** which was founded during the show in June, 2017.

As the members of the "Vietnam Beauty Distributor & Retailer Club", **Saigon Cosmetics Corporation, MEDiCARE, TVR Corporation, Nielsen, Pharmacity, FIRMENICH, CENTDEGRES** were present at the workshop. Local manufacturers believe that **"Being a green makeover"** can help Vietnamese cosmetics to get on path to prosperity and sustainability. Many Vietnamese have been developing in this area. One of them is TVR, the Vietnamese OEM natural beauty specialist. They introduced the innovative "Bio Cellulose Beauty Mask Sheet", produced from Ben Tre organic coconuts, which was created and developed especially for this event. And in HCMC, they took all delegates to a live experience how a scrub is made of natural ingredient and everyone tried the product.

In 2017, Kintex as co-organizer of Mekong Beauty Show brought 120 Korean exhibitors to Vietnam and showcased the very popular K-beauty to the Vietnamese market. In 2018, more K-beauty exhibitors will join in Mekong Beauty Show 2018. And we will develop a fruitful onsite activity program in regard to **"Organic trend in K-beauty"** with them.

Organizer:

informa KINTEX
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Support Association:



International Partner:



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Apart from the Korean delegation, Mekong Beauty Show will invite brands from Europe, Thailand, Singapore, Indonesia, Malaysia, Japan, China, Taiwan to explore Vietnam cosmetics market. More than 150 buyers from Vietnam, Cambodia, Laos and Myanmar will be visiting the show to source products and seek for new partnership. It's going to be a sourcing platform for all countries in the Mekong region.

Save the date of Mekong Beauty Show 2018:

14-16 JUNE, 2018

Saigon Exhibition & Convention Center, Ho Chi Minh, Vietnam

About Informa GE

Informa GE is a business division under Informa PLC (a FTSE 100 company), organizing 250 trade exhibitions globally every year, with strong resources and brands in Beauty, Construction, Design, Life Sciences, Maritime, Neuroceuticals, Pop Culture and Real Estate verticals. Informa GE has become world top 3 exhibition organisers.

With the creation of the INFORMA BEAUTY cluster, Informa has reinforced its strong presence and leading position in the global Beauty events market, creating a powerful network of Beauty events globally. The Informa Beauty portfolio includes in Asia China Beauty Expo, Beyond Beauty Asean. Informa Beauty's events span the full spectrum of the Beauty sector, including Packaging, Contract Manufacturing, Ingredients, Full Service, Nutricosmetics, Fragrances (both ingredients and finished products), Wellness & Spa, Hairstyling and Healthcare, catering to the mass market and the luxury sector

Kintex Beauty Portfolio

KINTEX: The largest & newest venue of Korea. KINTEX is co-invested by 3 governmental organizations (KOTRA, Gyeonggi-do, Goyang-city) which was opened in April, 2005. Currently, KINTEX has indoor exhibition space of 108,011sq.m with 10 exhibition halls and 36 meeting rooms; KINTEX has been successfully staging numerous exhibitions, meetings and events in its full diversity. KINTEX organizes 24 events, one of which is K-BEAUTY EXPO the major beauty show in Korea.

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