

*YOUR BEST*  
DESTINATION TO  
*VIETNAM AND MEKONG*  
BEAUTY MARKETS

MEKONG  
BEAUTY  
SHOW

14 - 16 June 2018

SAIGON EXHIBITION  
AND CONVENTION  
CENTRE - SECC

## 35% increase in the number of visitors and buyers

### The 2<sup>nd</sup> edition of the Mekong Beauty Show has created stronger connections

**HCMC, 19 June 2018**-- The leading international exhibition organiser Informa has strengthened its partnership with Kintex to launch the 2<sup>nd</sup> edition of the **Mekong Beauty Show** in Ho Chi Minh City from 14<sup>th</sup> to 16<sup>th</sup> June in 2018.

246 exhibitors took part in the show this year with a 36% increase in the number of exhibitors. The international influence of the show has expanded with the increased number of countries and regions taking part, such as Korea, Japan, Vietnam, Thailand, Malaysia, Italy, Russia, Taiwan and China. The show also showed a great increase in the number of local exhibitors this year, which we believe confirms the potential for this dynamic local market.

The show attracted **8780 visitors and around 200 VIP buyers** during the 3 days. Buyers came not only from Vietnam but also from neighbouring countries like Thailand, Laos, Cambodia and Myanmar. The Mekong Beauty Show has established a comprehensive sourcing platform both for distributors looking for new brands and manufacturers looking for new innovations in packaging and production. Thanks to a **programme of BtoB matchmaking, over 1200 meetings were held.**

To further develop and invest in the Vietnamese beauty market, the 1st "Vietnam Beauty Distributors' & Retailers' Club" was established last year with the mission of offering services to local distributors. The club federates local experts such as VOCA, Miss Saigon, MEDiCARE, Pharmacy, Nielsen Vietnam as well as international professionals from Centdegres and Firmenich. The club continues to grow and **now has 102 members.** During the year, we organized several workshops in Hanoi, HCMC and DANANG to federate the club members. Together we aim to help the Vietnamese beauty market develop better, healthier and faster. Congratulations on the club's first anniversary of foundation!

The Mekong Beauty Show has successfully put down deep roots in the Vietnamese market this year. We hope to bring knowledge, international insights to this market and help the market to grow. We believe one day the world will also start to notice "Beauty made in Vietnam". The Mekong Beauty Show will continue to serve as the best destination for international brands wishing to enter the Mekong region.

#### Conferences & Activities:

**"Mekong Cosmetics Manufacturers' Conference"**

*YOUR BEST*  
DESTINATION TO  
*VIETNAM AND MEKONG*  
BEAUTY MARKETS

MEKONG  
BEAUTY  
SHOW

14 - 16 June 2018

SAIGON EXHIBITION  
AND CONVENTION  
CENTRE - SECC

Experts from VOCA, HCMC University of Technology, China OSCARS, TVR, Nanotec and Centdegrés shared their views and ideas about high quality in innovative production, applications of new technologies such as Nanotech and new trends in packaging. 45 people attended the seminar on June 14.

## **2<sup>nd</sup> “Vietnam Beauty Distributors’ & Retailers’ Club” Annual Workshop**

The annual workshop of the “distributors’ & retailers’” club put its main focus on “marketing”.

Key industry players like Miss Saigon, MEDiCARE, Pharmacy, Ilahui, VOCA as well as research and data experts from Kantar Worldpanel, Kantar Media and Nielsen were present as speakers.

This day was full of useful information varying from consumer insights, the modern trader retail market, how to position your brand and online & offline marketing strategies. More than 60 delegates from local distributors and exhibitors attended the workshop to better understand the Vietnamese market.

## **2<sup>nd</sup> MEDiCARE Customer Choice Awards Ceremony**

MEDiCARE again brought their once-a-year supplier awards celebration to the Mekong Beauty Show on the night of a “gala dinner” on June 15. **137 distributors** came for the awards whereas only 80 companies attended in 2017. It has become a popular event distributors love to attend as well as a networking opportunity for our exhibitors. It was an amazing night full of laughter, fun and wonderful memories.

## **Beauty Discovery with Ma Belle Box**

Ma Belle Box, first beauty box concept in Vietnam brought the direct sampling experience to the Mekong Beauty Show 2018. Working with exhibitors from the nail, skin care and make up sectors, they selected 4-5 brands from each one and offered the products to Vietnamese consumers as well as spa owners and distributors in the business. Attendees were queuing up to experience these new products and a total of around 160 people took part in the experience on June 16.

## **Perfume Studio HCMC**

Holding hands with the brand new Miss Saigon, Centdegrés, an expert in brand creation,

*YOUR BEST*  
DESTINATION TO  
*VIETNAM AND MEKONG*  
BEAUTY MARKETS

MEKONG  
BEAUTY  
SHOW

14 - 16 June 2018

SAIGON EXHIBITION  
AND CONVENTION  
CENTRE - SECC

and Firmenich, a world leader in fine fragrances, invited visitors to the Mekong Beauty Show for an exclusive olfactory experience at "Perfume Studio HCMC". All the visitors were able to create their own perfume during the show. This is a super trendy experience and shows the growing interest of Vietnamese consumers in perfume.

### **Expo Tour to MEDiCARE Flagship Store**

Three buses were laid on for travel from SECC to take international exhibitors to the MEDiCARE flagship store in the AEON mall. This tour offered suppliers an invaluable opportunity to understand the Vietnamese beauty retail market. A total of 76 attendees went on the bus tour.

### **"Distributors' & Retailers' Club Member" Lucky Draw**

The Mekong Beauty Show offered a chance for distributors and retailers from Vietnam to travel to Shanghai and Bangkok to visit our sister events, "China Beauty Expo" and "Beyond Beauty ASEAN Bangkok". The activity was warmly welcomed by all the members and two companies won the tickets.

### **Save the date for next year:**

Mekong Beauty Show 2019 , Ho Chi Minh City , June 13-15

**informa**  
exhibitions

#### **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

*YOUR BEST*  
DESTINATION TO  
*VIETNAM AND MEKONG*  
BEAUTY MARKETS

MEKONG  
BEAUTY  
SHOW

**14 - 16 June 2018**

SAIGON EXHIBITION  
AND CONVENTION  
CENTRE - SECC

Healthcare, catering to the mass market and the luxury sector.

## KINTEX

### **K-Beauty Expo**

KINTEX (Korea International Exhibition&Convention Center): 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.

### **Press enquiries:**

Joy Zou

International Marketing Manager

Joy.zou@informa.com

+86 21 2326 3662