

YOUR BEST
DESTINATION TO
VIETNAM AND MEKONG
BEAUTY MARKETS

MEKONG
BEAUTY
SHOW

x

vietbeauty
Vietnam's Premier International Beauty Show

22-24 August 2019

SAIGON EXHIBITION AND
CONVENTION CENTRE - SECC
HO CHI MINH CITY, VIETNAM

The Largest Beauty Trade Show in Vietnam is Newly Born!

Mekong Beauty Show & Vietbeauty 2019 Launch Press Conference

HCMC, Vietnam, 18 December 2018- Mekong Beauty Show and Vietbeauty will combine and become one unique event in 2019. Spanning two halls in Saigon Exhibition and Convention Center, the two shows co-locating with each other will become the largest beauty trade event in Vietnam hosting **over 450 exhibitors with brands from more than 25 countries**. Happening from **August 22 to 24**, Mekong Beauty Show and Vietbeauty will become the best destination for all brands to enter into Mekong Beauty markets.

Part of the exhibitors in 2019: Alpha Laboratories(**New Zealand**), Famorna(**Poland**), BC-Link, Kaei(**Japan**), Conspin, The Handa(**Korea**), Q&Z(**Singapore**), KBT Global(**Malaysia**), Pinji, Farmell, Cosme, Kurokawa, Tsaiyi, Jade Ray(**Taiwan**), Oly Nails, Roniki(**China**), Thavon JSC, Hung Quan Investment and Trade Co. Ltd (Bambi), Thai Nam Viet Bioscience Technology, HE CA Trading Co., Ltd, Thanh Truc Medical Equipment Co., Ltd, ICSN Vietnam JSC (**Vietnam**).

Mekong Beauty & Vietbeauty 2019 press conference was held at Deutsches Haus by Regus attracting 100+ attendees including local brands, manufacturers, distributors, retail and press. Mr. Cp Saw, director & head of beauty portfolio Asean from Informa UBM opened up the event with a speech about "Strengthen your brand with Mekong Beauty Show & Vietbeauty". Exciting changes and new highlights of the mega event in 2019 have been shared during his speech.

The press conference was in the meantime integrated with a function under the theme of "**Marketing Strategies for Beauty Industry Distribution Channels**". Experts from Nielsen, MEDiCARE, Centdegres and Haravan came to share their insights on the omnichannel distribution development. How is the development of E-commerce? Should brands go from offline to online? How to allocate your marketing budget in an omnichannel era? Is offline still very important to invest in?

DOUBLE EXPOSURE, MORE QUALIFIED BUYERS

Total visitors expected to Mekong Beauty Show & Vietbeauty will reach around 12,000 in 2019 which is a great jump for all brands and companies exhibiting to enjoy much higher exposure. **Ten International pavilions from Korea, Europe, Singapore, Japan, Taiwan, Vietnam, Thailand, China, Malaysia, Turkey** will bring the most innovative products for Vietnam markets. "VIP Buyer Program" which has been running successfully over the past few years will continue to bring buyers from Vietnam and neighbouring countries to the show. **Buyer profile will expand in 2019 from mainly distributors and retail to a wider range including salon owners, OEM and contract manufacturers and brands.**

ZOOM IN AREA FOR "NATURAL AND ORGANIC" & "FOOD SUPPLEMENT"

With an increasing interest from Vietnam market and consumers in natural and organic products, a section in brands dedicated to organic and natural products in beauty will be highlighted during Mekong Beauty Show and Vietbeauty

in 2019. Each booth will be tastefully designed and furnished to distinguish the area and given the identity of “green, eco-friendly and clean”. Another new section focusing on the fast growing “food supplement” market will be locating near the natural and organic pavilion, this “zoom in area” will be representing young, trendy and niche brands coming from both Vietnam and international markets.

CO-LOCATED COSMO AESTHETICS

Another highlight of Mekong Beauty and Vietbeauty in 2019 will be bringing in the “Cosmoaesthetic” concept and section. A group of doctors from international markets like Europe, Malaysia, Singapore will be joining the “Cosmoaesthetic Congress” and share the expertise to Vietnam market about new technologies, new products, innovations and creations in anti-aging, skin recovery and other hot topics the market wishes to know. Exhibitors from Korea, Vietnam, Europe, Japan and other countries will showcase their products and equipment of the latest development.

Vietnam Beauty Distributor and Retailer Club

The “Vietnam Beauty Distributor and Retailer Club” was firstly found in 2017. With the aim of bringing knowledge to federate the Vietnam beauty industry and create a place where talented people can be inspired and motivated, the club has been organizing yearly conferences. So far the club has recruited more than 100 members. In 2019, more events on specific topics will be held, more activities will be planned to provide benefits the club members.

Save the date of Mekong Beauty Show & Vietbeauty 2019:

22-24 AUGUST, 2019

Saigon Exhibition & Convention Center, Ho Chi Minh, Vietnam

About INFORMA UBM

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. UBM plc is a global business-to-business (B2B) events organiser headquartered in London, United Kingdom. Its current main focus is on B2B events, but its principal operations have included live media and business-to-business communications, marketing services and data provision, and it principally serves the technology, healthcare, trade and transport, ingredients and fashion industries

On the 18 June 2018, Informa combined with UBM, creating a single, leading B2B information services group, and the largest B2B events and exhibitions organiser in the world. With the creation of the new INFORMA UBM BEAUTY cluster, we are now gathering 16 beauty shows in Asia to serve the industry players from the whole production chain.

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