

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

MEKONG  
BEAUTY  
SHOW

14 - 16 June 2018

SAIGON EXHIBITION  
AND CONVENTION  
CENTRE - SECC

## Brand New Edition of Mekong Beauty Road Show 2018 with More International Brands in Ho Chi Minh City , June 14- 16

2<sup>nd</sup> edition of **Mekong Beauty Show** organized by Informa and Kintex will soon return to HCMC from June 14-16 in Saigon Exhibition & Convention Center. In 2018, Mekong Beauty Show will continue to host more international companies from **Italy(new), Russia(new), Korea, Japan, Taiwan, Thailand, China** 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. 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.

The Korean beauty industry will continue to be among the most important drivers of the event. We have a delegation of 400 brands from Korea to showcase the true K-beauty in the exhibition. The expo is expected to attract more than 12,000 visitors during the three days.

Mekong Beauty show is very glad to be able to work closer and deeper with more and more local companies to help Vietnam beauty industry to grow healthily and show to the world "Vietnamese Beauty" . Other than Miss Saigon, MEDiCARE, the top retail chain in Vietnam joined us as an exhibitor as well for the first time.

It's been a year since we created the 1<sup>st</sup> "**Vietnam Beauty Distributor & Retailer Club**" in June in 2017. Partnering with international experts such as Firmenich, Centdegres, Beautystreams as well as local key players like SCC, MEDiCARE, TVR, Pharmacy, Nielsen, Ilahui and Mabelle Box, the club has become an educational platform but also a place for distributors/ manufacturers/retailers to share, communicate and learn. Right now we have already 120 members in the club and we've been organizing workshops through the year in Hanoi, HCMC, Danang. We welcome all members to celebrate the one-year anniversary during the gala dinner on June 15. In the meantime, companies who are interested can register onsite during the show.

Mekong Beauty Show has a very fruitful program of conferences and activities both for all trader visitors and the public. It is truly a platform to meet potential business partners, to earn knowledge from industry experts and to embrace, experience& discover the latest women's make-up, hair, skin care and men's grooming fresh trends.

Organizer:

**informa** **KINTEX**  
exhibitions

Support Association:



International Partner:



centdegres

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## **Onsite Activities:**

### **Mekong Cosmetic Manufacture conference (June 14)**

In corporation with Vietnam Essential Oils and Aromatherapy Association, Prof. Trinh Van from Ho Chi Minh City University of Technology, TVR, Nanotec Thailand, China OSCARS, this conference will be sharing the most innovative technology in cosmetic production. "Applications of Nanotech in Beauty Production" will also be discussed during the events.

### **Technology Workshop by HECA (June 14)**

New technology from France about "Fill out, skin rejuvenation, reduce fat with physiotherapy - RF machine Winback 3SE" newly present by our exhibitor HECA!

### **"2<sup>nd</sup> Vietnam Beauty Distributor & Retailer Club" yearly workshop (June 15)**

This year, we are going to focus on the topic "Understand your consumer and better work with modern trade retailers" to discuss about brand strategy, marketing strategy in practical cases. Besides Nielsen Vietnam, MEDiCARE, SCC, we have invited Pharmacy, Kantar Worldpanel, Ilahui and beauty selicious to speak at the conference and share their insights.

### **MEDiCARE Customer Choice Gala night(June 15)**

During this yearly exclusive event, we celebrate with our suppliers those brands which are voted as most favorite by our customers. This is based on the best sold items during the last 12 months. We will have over 40 winners in various product categories.

This Gala event is a unique opportunity for MEDiCARE and its partners to strengthen further our business relationship and is at the same time a great networking event. By invitation only.

### **Ma Belle Box "Beauty Discovery" (June 16)**

Ma Belle Box "Beauty Discovery" is a beauty section where the customers can FREELY experience the newest cosmetics and the most advanced beauty technology including skincare, makeup and nail painting in ONLY 01 DAY. There will be 4 section in Ma Belle Box "Beauty Discovery":

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- Nail painting section: 10:00 – 12:00
- Skincare section: 12:00 – 14:00
- Talk show with beauty bloggers: 14:00 – 15:00
- Makeup section: 15:00 – 17:00

### **Ma Belle Box “Beauty Discovery” tại sự kiện Mekong Beauty Show**

Ma Belle Box “Beauty Discovery” là khu vực bạn có thể trải nghiệm MIỄN PHÍ các sản phẩm làm đẹp với công nghệ tiên tiến nhất bao gồm dưỡng da, trang điểm và làm móng CHỈ TRONG 01 NGÀY DUY NHẤT (ngày 16/6).

Ma Belle Box “Beauty Discovery” được chia thành 4 khung giờ:

- Làm móng: 10:00 - 12:00
- Dưỡng da: 12:00 - 14:00
- Trò chuyện cùng với Beauty Blogger: 14:00 - 15:00
- Trang điểm: 15:00 - 17:00

### **“Make your own perfume” Experience (June 14-16) @ booth K10**

The Perfume Studio is the union of 3 experts who invite perfume lovers to come and experience an olfactory and creative journey.

During the Mekong Beauty Show 2018, visitors will be able to create their own customized fragrance.

From the bases which are inspired from fine French fragrances to the various accords reminiscent of Vietnamese culture, each customized fine fragrance creation will represent the exquisite quintessence of the synergy between France and Vietnam.

### **Save the date of Mekong Beauty Show 2018:**

14-16 JUNE, 2018

Saigon Exhibition & Convention Center, Ho Chi Minh City, Vietnam

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### 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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### International Partner:



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