

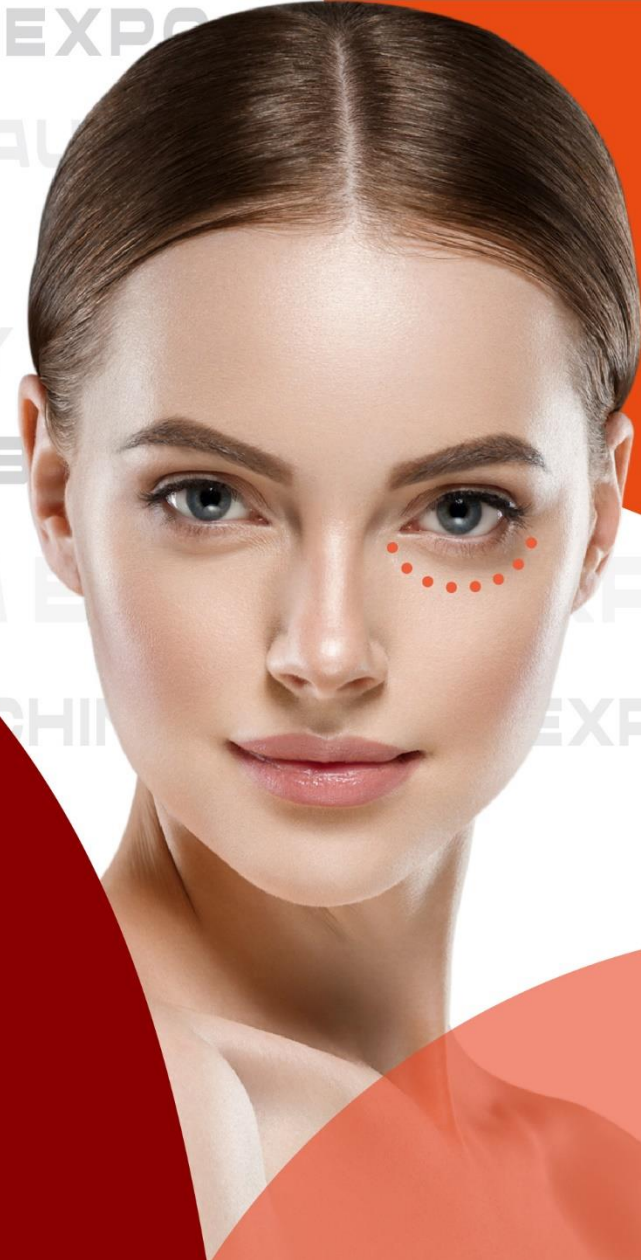


CHINA BEAUTY EXPO

May 22-24, 2024

Shanghai New International Expo Center

No. 2345, Longyang Road, Pudong New Area, Shanghai, China





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Organizer – Informa



Informa Markets, a division of Informa PLC (UK FTSE 100 Index), has more than 560 exhibitions around the world, and possess strong global resources in beauty, life science, nutrition & health, architecture, design, maritime, real estate, culture, and many other industries. On June 18, 2018, the Financial Times reported that Informa acquired UBM Group at a valuation (including debt) of 38 Billion RMB. This merger gave birth to the world's largest exhibition organizer.

Informa Markets: The World's Leading Exhibition Group

Informa Beauty Fairs: 14 Beauty Fairs in Asia

CBE China Beauty Expo



Exhibitions in Asia



China Beauty Expo has been successfully held for 27 editions. It takes place at the Shanghai New International Expo Center (Pudong) every May. The show has won honors such as Shanghai Famous Brand and Shanghai International Brand Exhibitions and has ranked first in the Top 100 Beauty Shows in the world for 5 consecutive years.

As a world-renowned international beauty trade platform, CBE not only aggregates the massive resources of the entire beauty industry, but also devotes itself to enhancing the value of the exhibition. China Beauty Expo is seen by many professionals as the barometer of the beauty industry in the Chinese market.

27th China Beauty Expo

Exhibition Area
230,000



Exhibitors
3,200+



Products/Latest Technologies
55,620

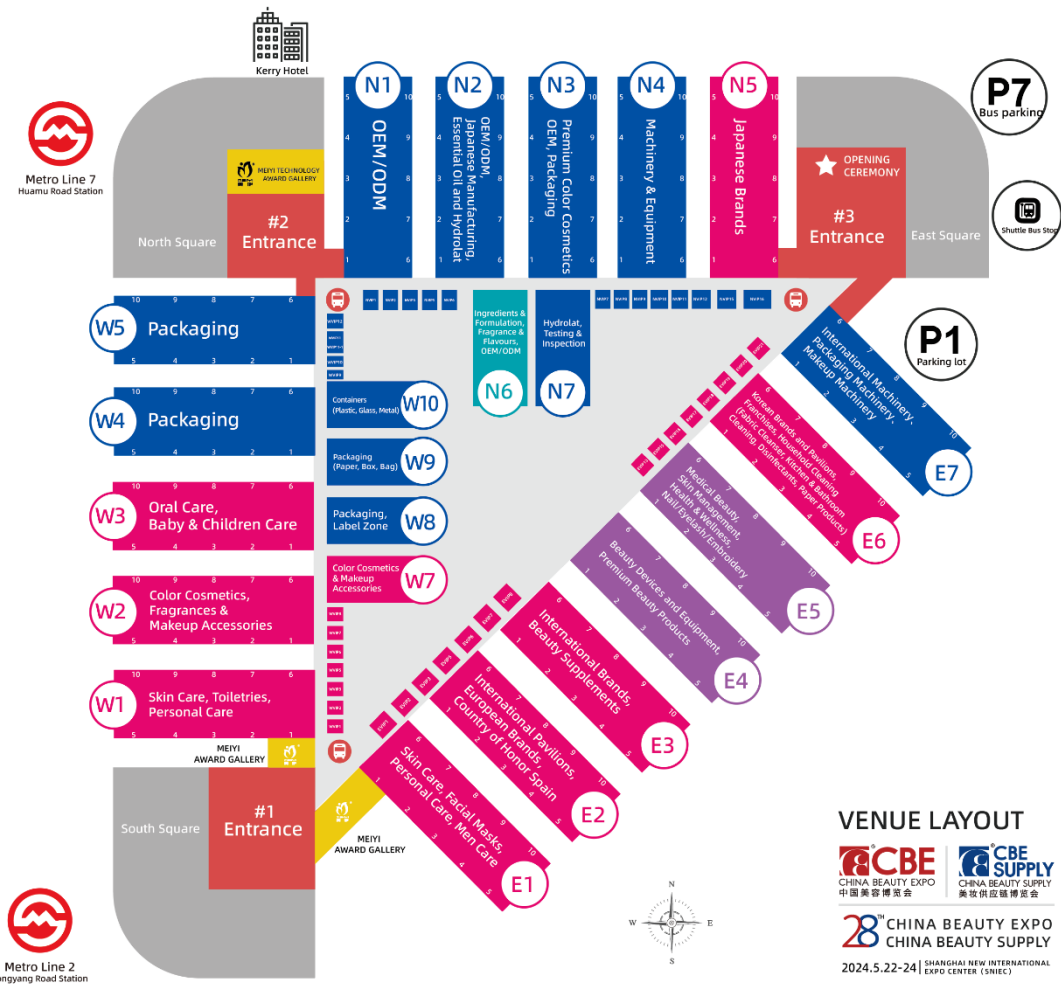


Visits
500,000+

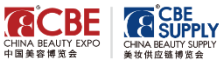


【 Sharing of Global Resources 】

28th China Beauty Expo-Shanghai



VENUE LAYOUT



28th CHINA BEAUTY EXPO
CHINA BEAUTY SUPPLY
2024.5.22-24 | SHANGHAI NEW INTERNATIONAL
EXPO CENTER (SNIEC)

28th China Beauty Expo

Themed "Sharing of Global Resources", CBE will attract high-quality beauty enterprises and products from more than 40 countries and regions, professional buyers from 60+ countries and regions, covering all sectors of beauty industry and global channels.



Exhibitor Categories

3,200+ Exhibitors from 40+ Countries and Regions

Cosmetics



- ☐ Skin Care
- ☐ Color Cosmetics
- ☐ Fragrances
- ☐ Masks
- ☐ Personal Care
- ☐ Men Care
- ☐ Toiletries
- ☐ Household Devices
- ☐ Household Cleaning
- ☐ Supplements
- ☐ Beauty Tools
- ☐ Franchises

Professional Beauty



- ☐ Professional Products and high-end products
- ☐ Beauty Equipment and Devices
- ☐ Nail, eyelash, embroidery and Eyecare
- ☐ Health and Wellness
- ☐ Medical Aesthetics/Efficacy Skin Care
- ☐ Skin Management

Supply



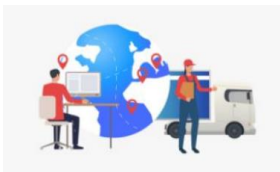
- ☐ OEM&ODM
- ☐ Packaging
- ☐ Ingredients/Raw Materials
- ☐ Machinery and Equipment
- ☐ Inspection & Testing

Visitor Categories

514,600+ Visits from 60+ Countries and Regions



Retailers



Agents/Distributors/Wholesalers



Manufacturers/Factories



**OEM, ODM, Packaging,
Machinery, Raw Materials**



Lifestyle and Medical Beauty Centers



Brands

TOP10 Countries & Regions

- | | |
|----|------------------|
| 1 | South Korea |
| 2 | Taiwan, China |
| 3 | Hong Kong, China |
| 4 | Japan |
| 5 | Thailand |
| 6 | India |
| 7 | Singapore |
| 8 | United States |
| 9 | Italy |
| 10 | France |



Country of Honor

As an increasing number of international brands enter the China market and even Asia markets, more and more countries and regions participate in the annual China Beauty Expo. In order to narrow the distance between China's cosmetics industry and the rest of the world, the China Beauty Expo team has chosen a mature country in the field of cosmetics as the guest of honor every year to conduct in-depth exchanges in their brands, products, technologies, markets, and channels.

2016
Korea



2017
France



2018
Japan



2019
Thailand



2023
Italy



International Events



China Cosmetics Retail Summit

The most authoritative professional high-end summit in China's cosmetics industry. Starting from the retail side, exploring through the entire ecosystem from consumer end to industrial end.



International Congress of Cosmetic Science and Technology

- A platform for cosmetic researchers to learn and exchange ideas
- Incubation and transformation platform for cosmetic science and technology



Matchmaking

- One of CBE's key international strategies - "Getting out, Bringing in", will host a Matchmaking program, to be held on May 21, 2024.
- Packaging-to-Manufacturers
 - International Brands-to- Distributors



CHINA BEAUTY EXPO

CONNECTING TO THE BEAUTY WORLD

MAY 22-24, 2024

SHANGHAI NEW INTERNATIONAL EXPO CENTER

