

Press Release  
FOR IMMEDIATE RELEASE

**VIETBEAUTY & COSMOBEAUTÉ VIETNAM 2023 RETURNS AT A DOUBLED CAPACITY  
FROM 27-29 JULY IN HO CHI MINH**

HO CHI MINH, 9 February 2023 – Having seen an enthusiastic response from the first successful show in 2022 with over 6,400 visitors, 145 exhibitors and 550 top brands from 26 countries and regions, Informa Markets proudly presents the continued collaboration of Cosmobeauté Vietnam 2023 (14<sup>th</sup> edition) & Vietbeauty 2023 (6<sup>th</sup> edition) from 27 to 29 July 2023 at Saigon Exhibition & Convention Center (SECC).

Back as a force to be reckoned with, Vietbeauty & Cosmobeauté Vietnam 2023 brings double the total exhibition area, with 8,800 SQM to date, in comparison to 2022. The collocated trade shows provide beauty professionals, industry players and international buyers with renewed opportunities to expand their business and redefine brand visibility at Vietnam's largest & longest-running beauty trade show.

The exhibitor profiles of Vietbeauty & Cosmobeauté Vietnam 2023 are; beauty health supplements; food & beverages; make-up & tool accessories; manufacturers; medical aesthetic products; nailcare & haircare; natural & organic products; OEM / ODM; packaging & processing equipments; perfumery, cosmetics & personal hygiene; professional care products, equipments & solutions for beauty salons; raw materials; research & development and formula; salon furnishing spa & wellness facilities; and skincare & personal care.

“Vietbeauty & Cosmobeauté Vietnam reinforces the goal to support businesses for the advancement and regrowth of beauty industry, capitalising on the market behaviour as redefined by the pandemic. We remain ever grateful to all our stakeholders for their unwavering loyalty, including our global exhibitors, supporting partners, sponsors, media partners and visitors; who are all reshaping the next generation of beauty together”, said BT Tee, Informa Market's General Manager of Vietnam.

Over its' years, the trade shows are well known within the beauty industry as *the* all-in-one business meeting ground for B2B sourcing and trusted, original brands discovery; thus being *the* trusted solution for businesses to approach, enter and maximise product and services distribution not only in Vietnam, but also within the region.

We continue to expand our shows' multi-category portfolio by showcasing innovative brands and new products while we strive to foster creativity and boost inclusivity among the beauty professionals around the world.

With the rise in beauty values and disposable income, Vietnam has seen a surge in the call for more beauty products. Not only that, Vietnam's import rate of personal care products reaching 93% makes it an attractive destination among international brands.

Vietbeauty & Cosmobeauté Vietnam 2023 brings together over 300 exhibitors & 800 top brands from Vietnam as well as the international pavilions: China, Korea, Japan, Taiwan and Thailand. The shows are dedicated to creating a flourishing ecosystem for exhibitors and buyers to connect and

maintain strong bonds. Buyers can use this exclusive opportunity to network face-to-face with Vietnam's best-known global standard beauty professionals.

Apart from that, the show features engaging events and activities providing visitors with the opportunity to gain new insights, knowledge and the latest skillsets. Some of the highlights are:

- Industry Seminars: Manufacturing, Retail, E-Commerce and Aesthetics for Spa & Clinic
- Live Performances featuring Nail & Hair Show
- All-day Social Media Livestream featuring Exhibitor's Top Picks
- KOL Product Highlight Review
- Beaute Meeting (B2B meetings) & VIP Buyer Programme with Exclusive Prizes

There are no COVID-19 restrictions for international arrivals in Vietnam after 15 May 2022 upon reopening their borders in March 2022.

To learn more, visit the official websites at [www.cosmobeauteasia.com/vietnam](http://www.cosmobeauteasia.com/vietnam) or [www.vietbeautyshow.com](http://www.vietbeautyshow.com). To get latest news and insights, follow us on Facebook at [www.facebook.com/cosmobeauteviet](https://www.facebook.com/cosmobeauteviet) and [www.facebook.com/Vietbeautyshow](https://www.facebook.com/Vietbeautyshow).

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Note to Editors:  
About the Organiser



Informa Markets on the Beauty segment has an extensive network, powered by B2B events across 11 renowned cities in Asia – Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen & Tokyo, the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami, serving the East coast & USA, South America and Caribbean Islands regions.

Informa Markets creates platforms for industries and specialised markets to trade, innovate and grow. Our portfolio comprises of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.

We provide customers and partners around the world with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year.

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