



26th China Beauty Expo (CBE) & Supply World Introduction

2021.5.12-14 Shanghai New International Expo Center (Pudong)



Brief Introduction



China Beauty Expo has been established for over 20 years, being held at the Shanghai New International Expo Center (Pudong) every May. It has been ranked on the “Global top 100 Trade Fairs” and been given the title of “Shanghai Famous Brand (Convention Service)” for three consecutive years.

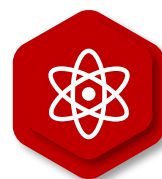
As a well-known global beauty trade platform, CBE not only aggregates the massive resources of the entire industry chain but also focuses on promoting the value of the exhibition. CBE successively developed series of conferences & events such as “China Cosmetics Retail Summit”, “Meiyi Awards Ceremony”, “International Cosmetics Technological Advancement Conference”, “International Medical Beauty Conference” etc.

Since 2020, CBE has joined forces with BolognaFiere, the organizer of Cosmoprof & Cosmoprof Asia, a prestigious international trade show in the Asia-Pacific, to create SCBE South China International Beauty Expo, Cosmoprof CBE ASEAN Beauty Expo (Thailand). Together with CCBE Chengdu Beauty Expo, cross-regional integration and global business opportunities have been achieved.





The only commercial expo in Asia on the top 100 global trade fairs
The No.1 beauty expo in world



Gathering buyers from all over the world
An international platform with unique country pavilions



From cosmetics, to professional beauty, to supply chain



Wide range of promotions & media cooperation
Organizes VIP buyers from all distribution channels



Brand new theme pavilions
Summits and conferences

Basic Information



CHINA BEAUTY EXPO No.1 Beauty Expo in the world

Gathering leading beauty companies globally
Platform connecting the beauty industry in Asia



Show Name: 26th China Beauty Expo

Concurrent Event: Supply World Expo

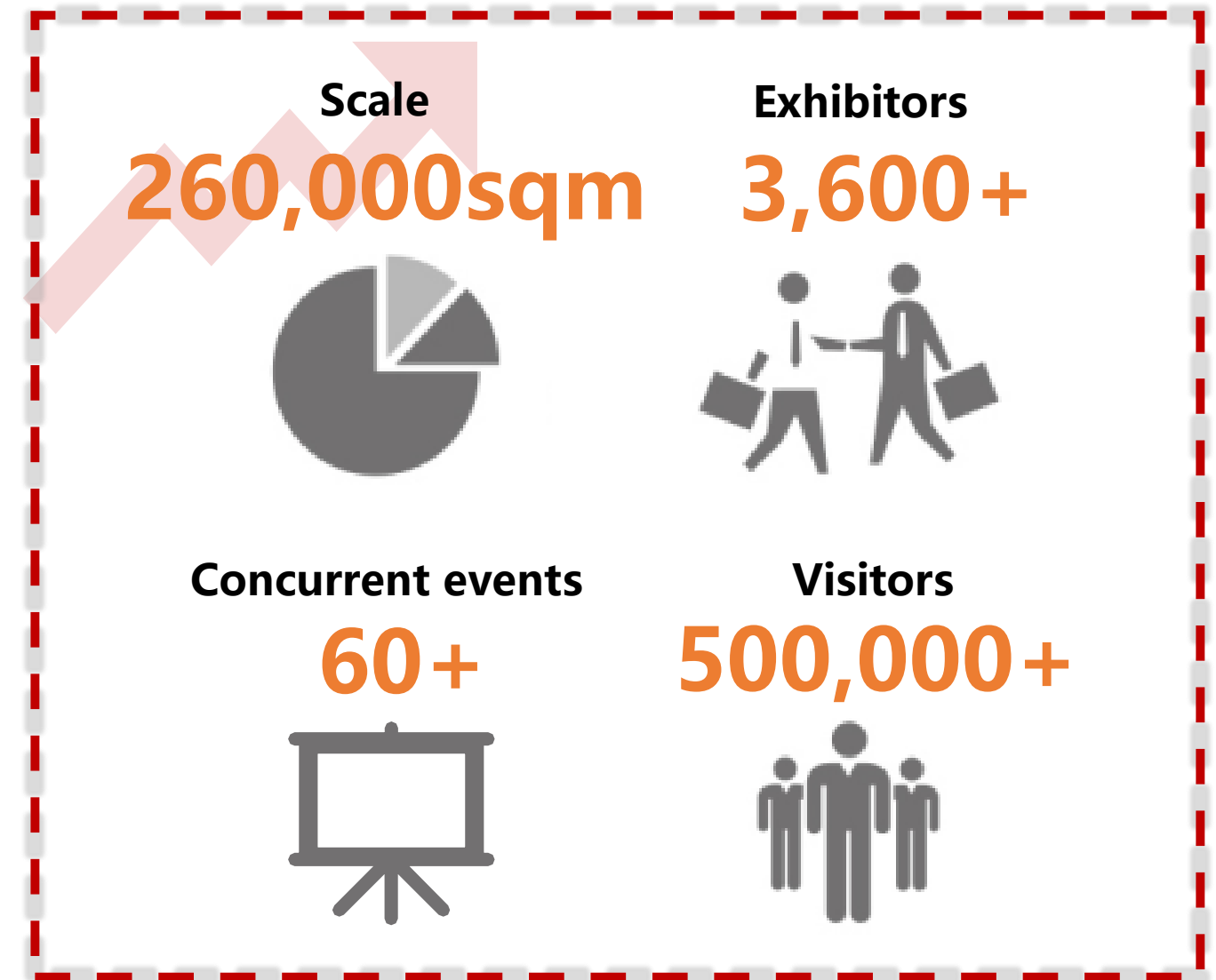
Venue: Shanghai New International Expo Center (Pudong)

Time: May 12-14, 2021

Organizers : CCPIT Sub-Council of Light Industry (CLIS)

Informa, Shanghai Baiwen Exhibitions Company Co., Ltd.

2021 Edition





■ Cosmetics

- Skincare
- Masks
- Color Cosmetics/
Fragrance
- Toiletries
- Baby-Children Care
- Personal Care
- Makeup Tools
- Household Cleaning

■ Professional Beauty

- Professional Beauty
- Beauty Equipment
- Health
- Nail & Eye Lash



■ Supply Chain

- Packaging
- Ingredient
- Machinery
- OEM/ODM/OBM

Layout

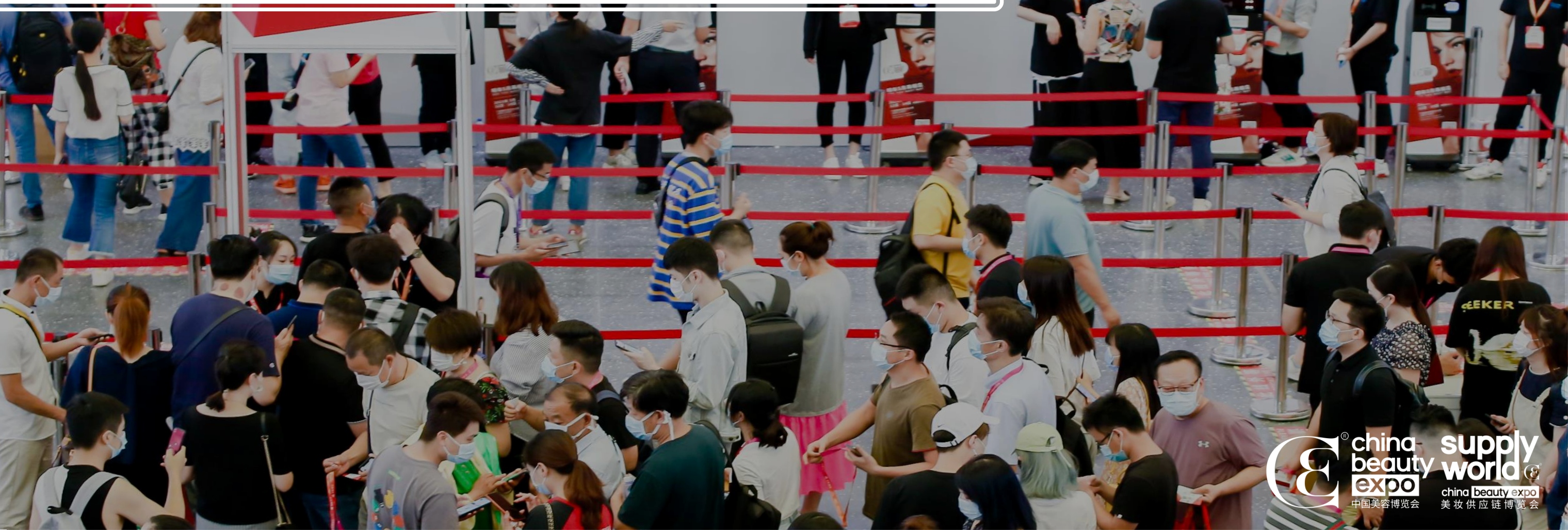


 **Cosmetics**

 **Professional Beauty**

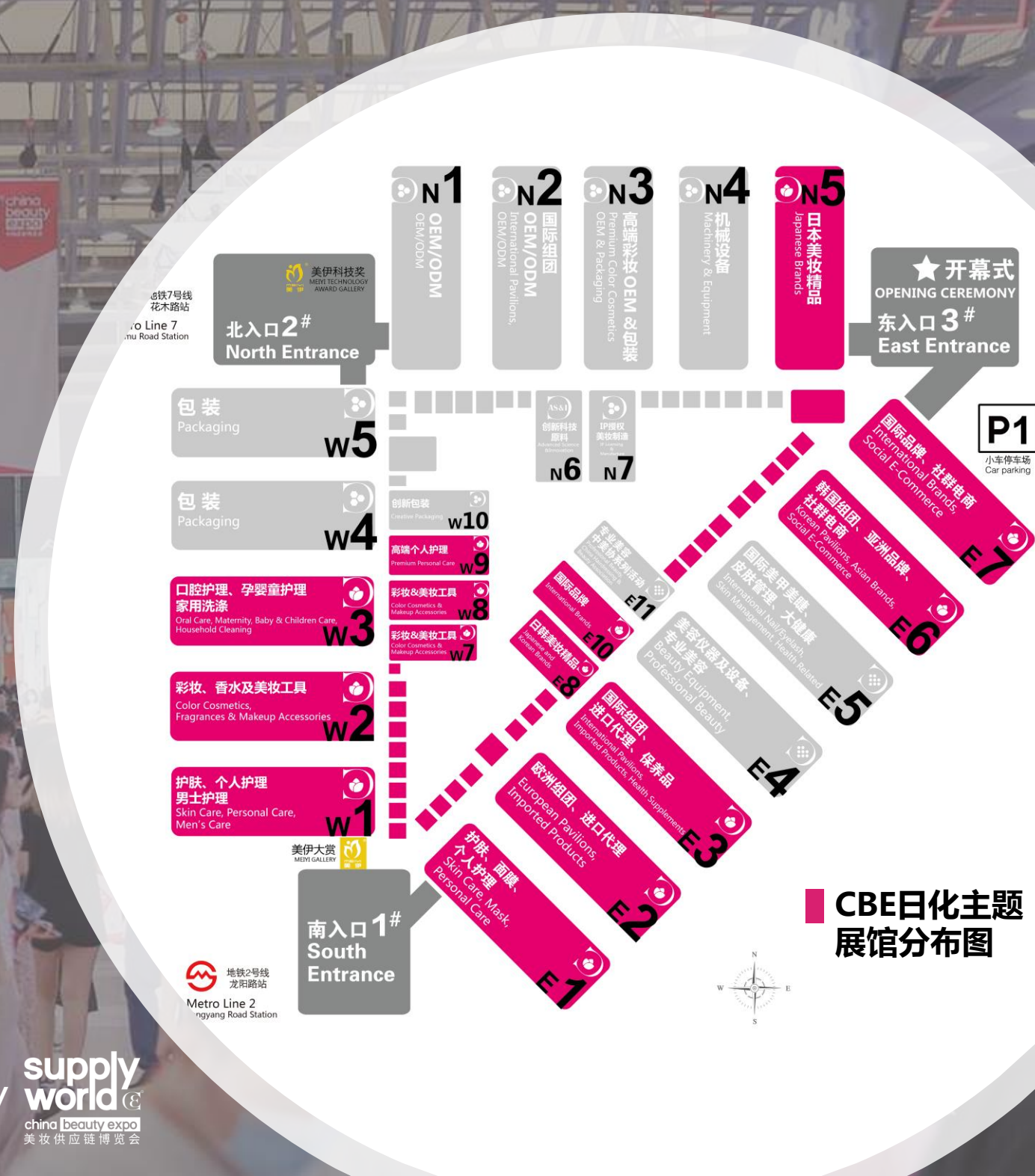
 **Supply World**

26th CBE Introduction

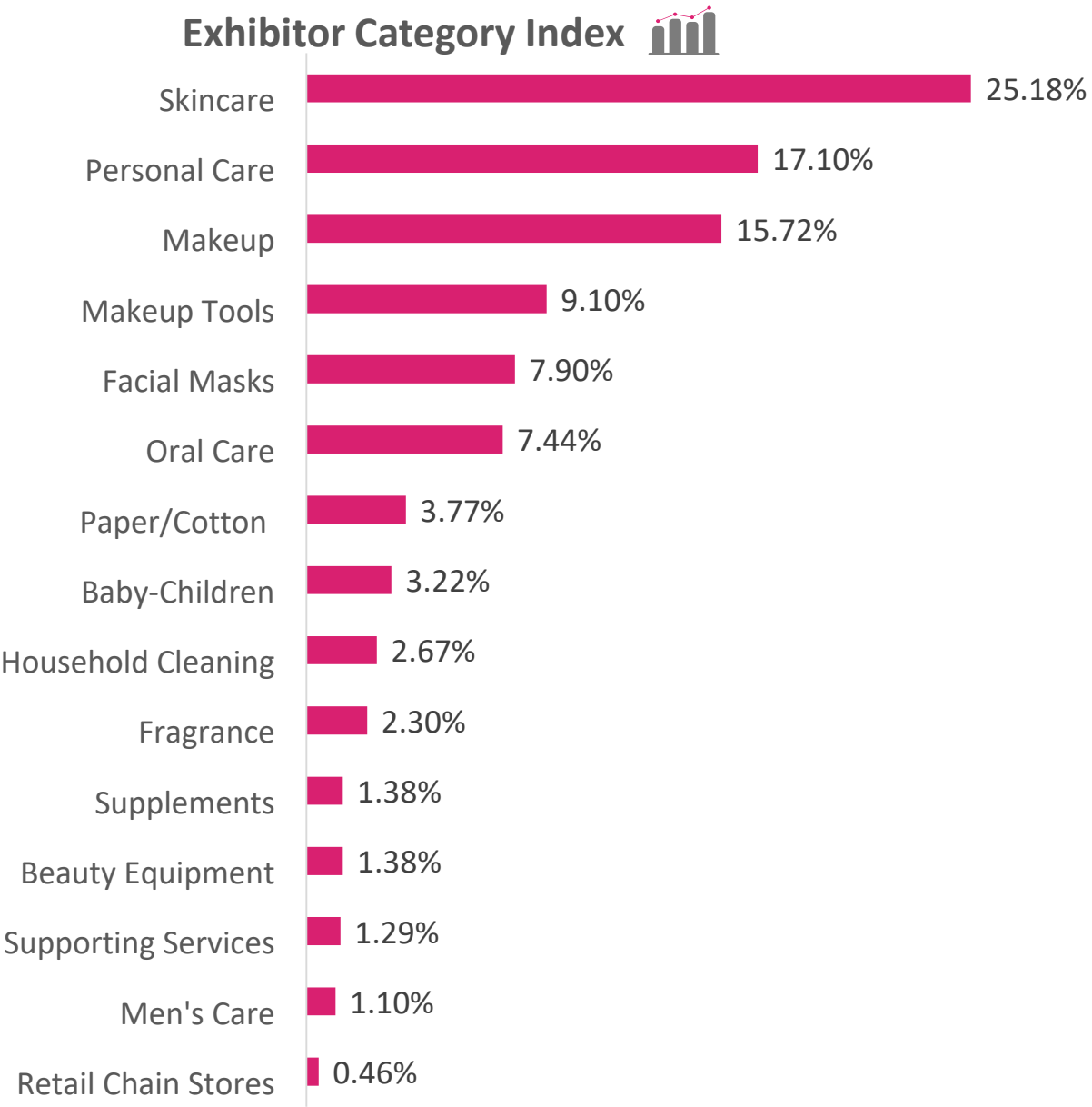


CBE Cosmetics

- E1 Skin Care, Mask, Personal Care
- E2 International Pavilion, Imported Products
- E3 International Pavilion, Imported Products, Supplements
- E6 Korean Pavilion, Asian Brands, Social Commerce
- E7 International Brands, Social Commerce
- E8 Japanese and Korean Brands
- E10 International Brands
- N5 Japanese Brands
- W1 Skin Care, Personal Care, Men's Care
- W2 Color Cosmetics, Fragrances & Makeup Accessories
- W3 Oral Care, Baby & Children Care, Household Cleaning
- W7 Color Cosmetics & Makeup Accessories
- W8 Color Cosmetics & Makeup Accessories
- W9 Premium Personal Care



Cosmetics Exhibitors Index



Partial list of exhibitors and key cooperative brands



*Company Type



- Cosmetics Store/ Specialty Store/ Chain Store
- Department Store/ Supermarket/Shopping Mall
- Baby-Children Store
- Pharmacy
- Duty Free Store

Relying on the massive resources of Beauty China Beauty Expo) within the global cosmetics industry, both online & offline channels, valuable international distributors are selected. Outstanding cosmetics distributors and retailers across China are also nominated to hold titles of presidents, secretary-generals, and branch presidents in each province of the CBE Business Alliance.

Co-Organizer: CBE Business Alliance

*Category Breakdown

Agent / Distributor / Wholesaler / Importers	
Skincare & Personal Care	33.20%
Makeup & Fragrance	18.00%
Personal Care Tools	12.10%
Supplements	7.70%
Baby-Children	6.40%
Oral Care	6.40%
Household Cleaning	5.60%
Beauty Equipment (Household)	5.50%
Men's Care & Equipment	5.20%

*Visitor Position

Marketing Director	33.10%
Senior Management	27.50%
Sales Director	25.90%
Store Manager	5.10%
Others	5.00%
Doctor	2.60%
Makeup Artist	0.60%
Perfumer	0.20%



China Cosmetics Retail Summit

Values are being redefined and the entire beauty industry is putting on a new facade. The cosmetics retail ecosystem is being revolutionized where a fully integrated ecosystem will be the key to empowering new retails.



China Cosmetics ZunSheng Dinner

Relying on the massive resources of CBE (China Beauty Expo) within the global cosmetics industry, both online & offline channels, valuable international distributors are selected. Outstanding cosmetics distributors and retailers across China are also nominated to hold titles of presidents, secretary-generals, and branch presidents in each province of the CBE Business Alliance.

Co-Organizer: CBE Business Alliance





Meiyi Award Ceremony

Developed by CBE, Meiyi Award composed of two major sections: Meiyi Annual Beauty Selection List and Meiyi Content Marketing. Meiyi Award is the most authoritative list of cosmetics in the China's beauty industry. CBE combines both online mainstream platform & offline popular sales channels, using criteria of sales, reputation and trendiness to select the top 100 products from the 9 main categories and 24 sub-categories.

Meiyi · Creative Marketing Awards

CBE and mainstream organizations will cooperate to select social platforms and organizations based on high-quality content output and incubation, analyze hot IP creation & high-quality content cases, and discover new influencers in the short video era.



Discovering Industry Trends

《Meiyi White Paper》

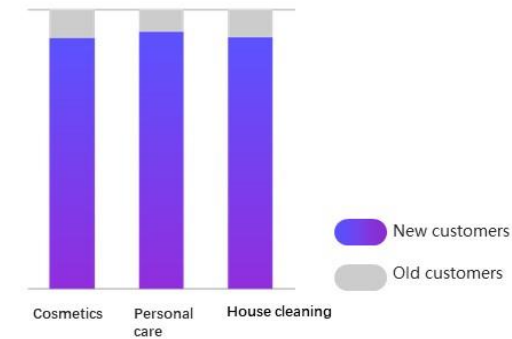
In order to discover hidden industry trends behind consumer recommendations, China Beauty Expo will cooperate with Alimama to release the “Meiyi White Paper.”

Through a comprehensive and in-depth analysis, the Meiyi White Paper depicts consumer mindsets, matches product requirements to conclude newest trends in the beauty industry, helping brands and channels to breakout.

- Based on the strong data capabilities of Alibaba Database
- Covering the 9 categories and 24 sub-categories of the CBE Annual Beauty IP “Meiyi Beauty Awards”
- Help merchants to better positioning and focus
- Help breakout and expand

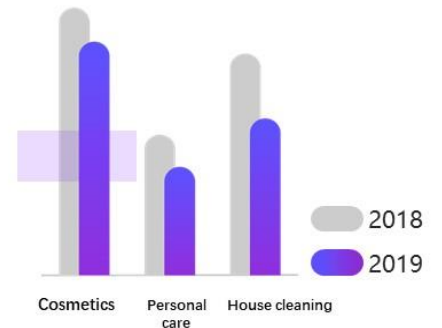
More and more consumers prefer to choose hot items, how do new products find the blue sea?

Most of the new products buyers are new customers



percentage of new customers among the new products buyers in 2019

The number of purchased single variety in the same category is shrinking



Numbers of purchased single variety of same subcategory 2018-2019

Young and new consumers become a target for merchants, how to find a subdivision track and precisely breakthrough?

Buyers rapid growth



Percentage of new products purchasing

Average cost of new consumer



Browse more Frequently



Average page views of new consumers

CBE Professional Beauty

- E2 International Pavilion, Imported Products
- E3 International Pavilion, Imported Products, Supplements
- E4 Beauty Equipment, Professional Beauty
- E5 International Nail & Eye lash, Skin Management, Health
- E6 Korean Pavilion, Asian Brands, Social Commerce
- E7 International Brands, Social Commerce
- E11 Professional Beauty / Concurrent events of China Hairdressing & Beauty Association
- N5 Japanese Brands

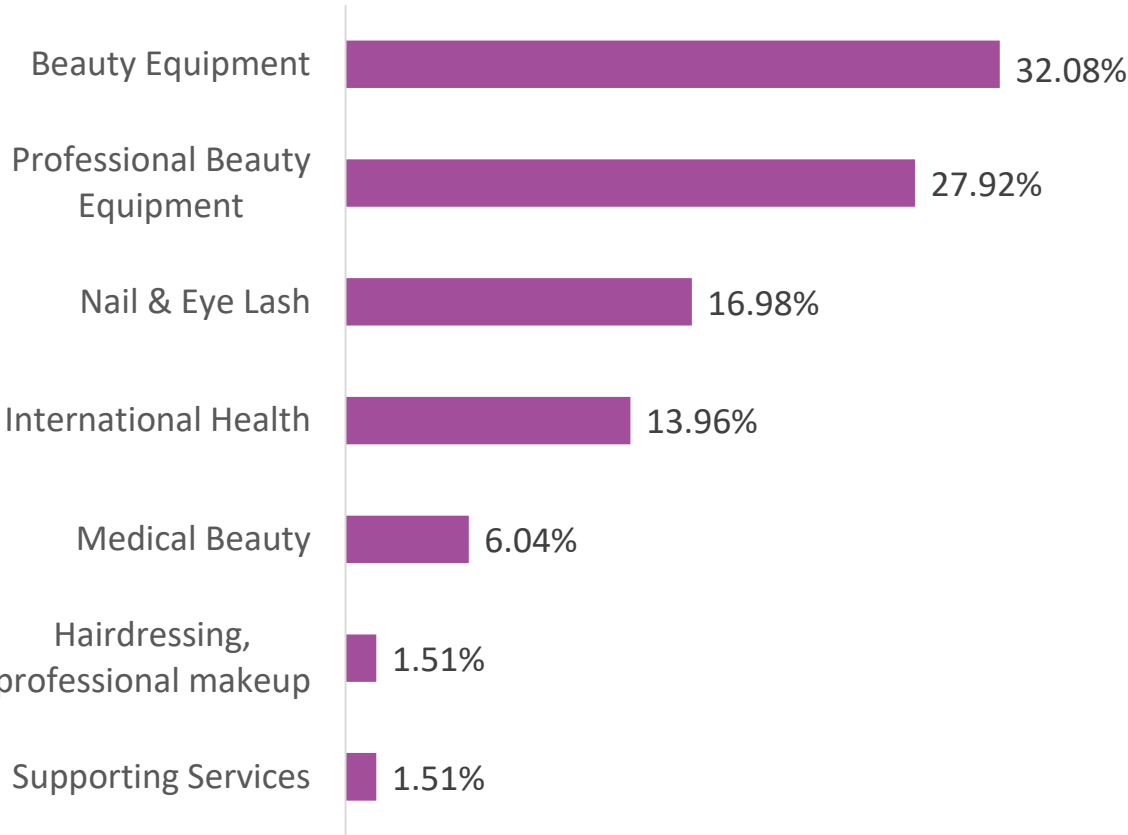
CHINA BEAUTY EXPO & SUPPLY WORLD



CBE专业主题展馆分布图

CBE Professional Beauty Exhibitor Index

Categories of Exhibitors



Partial list of exhibitors and key cooperative brands



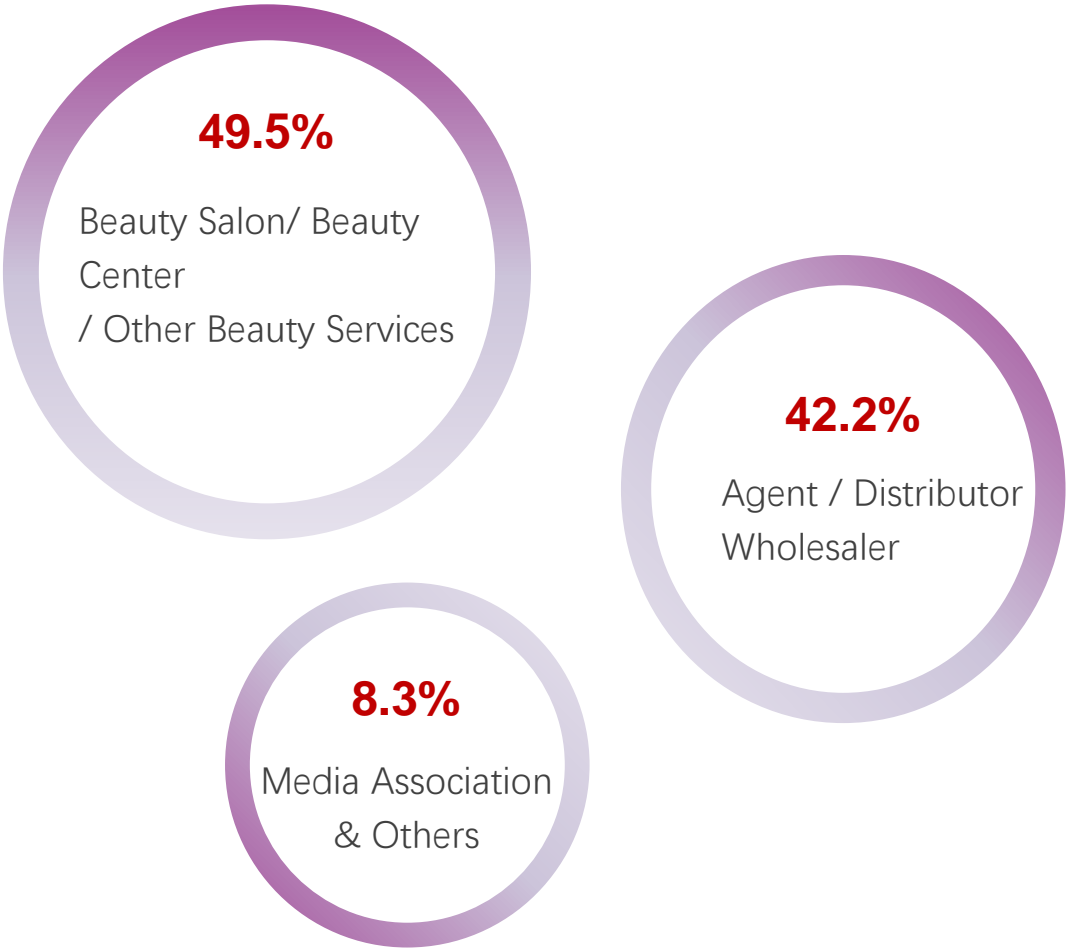








***Visitor Company Type**



***Business Categories**

Beauty Salon/ Beauty Center /Other Beauty Service	
Beauty Salons	40.40%
Nail & Eye Lash Stores	19.30%
Medical Beauty/ Clinics	15.80%
SPA	11.30%
Hairdressing Stores	7.10%
Gym/ Clubs	6.10%

Agent / Distributor Wholesaler/ Import Distributor	
Beauty Salon Product & Equipment	21.40%
Medical Beauty	20.90%
Household Beauty Equipment	20.20%
Hairdressing Products, Equipment and Hair Salon Furnitures	14.10%
Nail, Eye Lash & Accessories	11.70%
SPA Product & Equipment	11.60%

***Visitors' Position**

Senior Management	27.50%
Store Manager	21.60%
Marketers	17.40%
Beautician	13.40%
Others	7.90%
Manicurist	6.00%
Tattoo artist/Eyelash artist	3.70%
Doctor	1.30%
Hairdresser	1.20%



Dermatology International Forum

This event will center around skin protection. Experts and doctors from all over will share advanced technology and science theory related to skin care from cosmeceutical to medical beauty.



Yuerong Award Ceremony

The event helps to seek industry benchmarks and plays a very important role in the industry. Relying on the huge resources of the Beauty Industry Alliance, top 300 beauty agents and beauty salon shops are selected from more than 10,000 business enterprises across the country. China's beauty industry elites will gather at this event to witness the birth of major awards!

CBE Professional Beauty Theme Concurrent Events



China Hairdressing & Beauty Association

- Help beauty retailers stores in ecological transformation;
- Combined both online & offline users;
- Aid physical stores to quickly breakout;
- Promote sustainable development of the beauty industry.

A traditional event hosted by CBE and China Hairdressing Beauty Association. Bringing beauty salons and hair salons together as a “beauty family” in order to achieve mutual benefits.



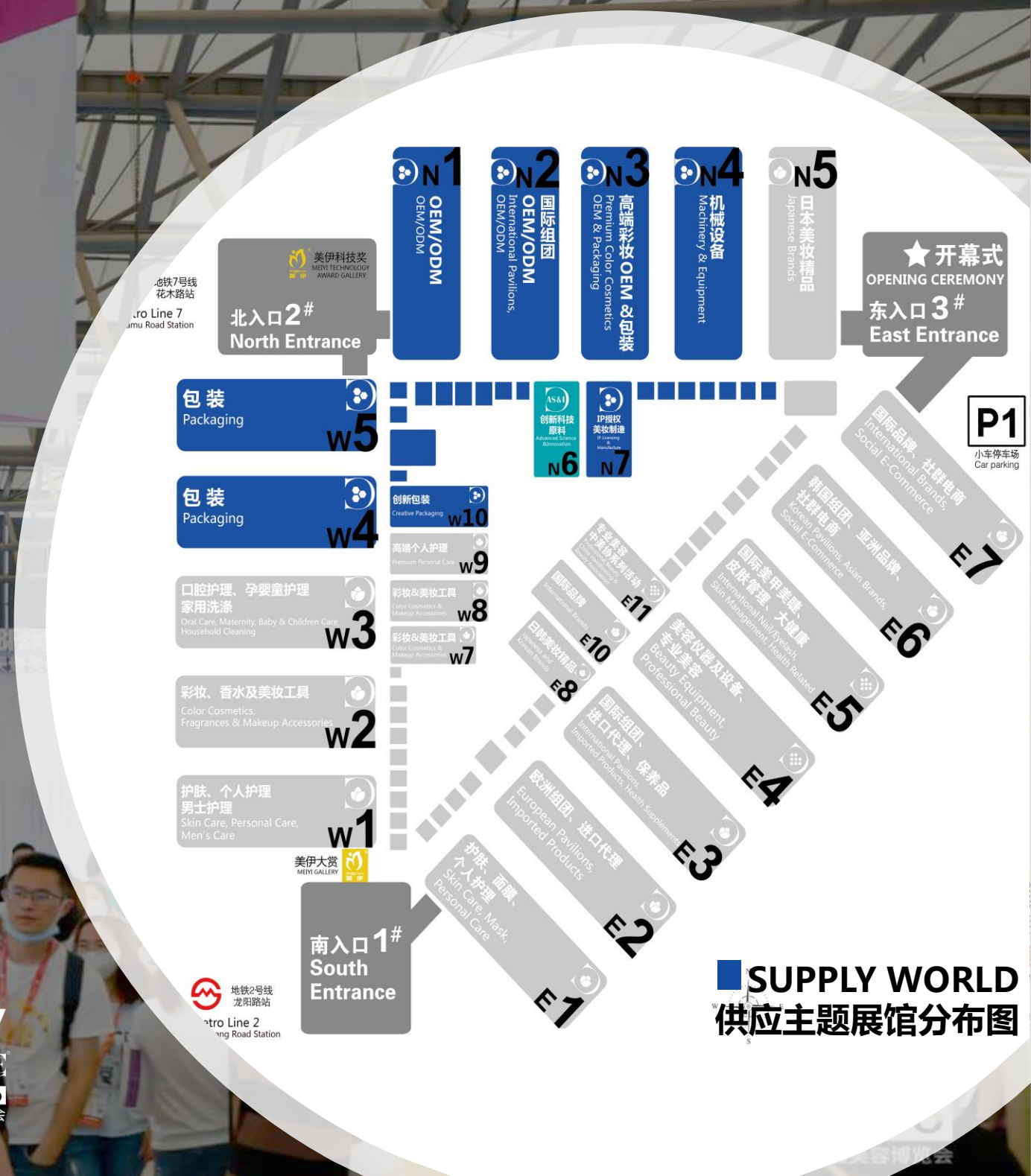
Asia Nail & Eye Lash Beauty Festival

- Promote internationalization of the industry and develop new business and communication platform;
- "Asian Nail & Eyelash Semi-Permanent Online Competition"-- Combining online popularity selection and professional technology selection to select industry celebrities;
- Ecological alliance formed by CBE and China Hairdressing & Beauty Association to promote the sustainable development of the beauty industry.

Supply World

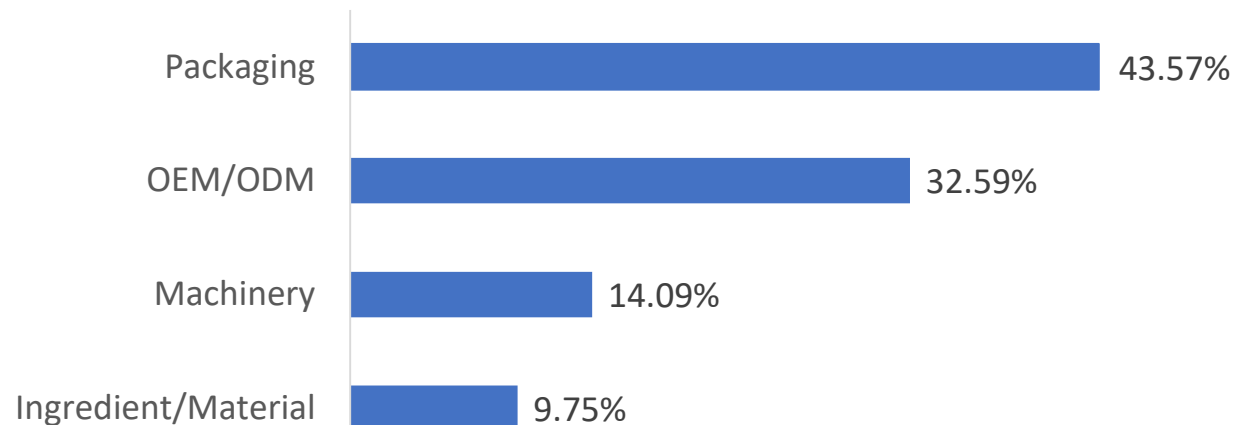
- W4 International Pavilion, Packaging
- W5 Packaging
- W10 Innovative Packaging
- N1 OEM/ODM
- N2 OEM/ODM, International Pavilion
- N3 Premium Makeup OEM & Packaging
- N4 Machinery & Equipment
- N6 Advanced Science & Innovation
- N7 IP Licensing & Manufacture

E4
Beauty Equipment
美容仪器及设备
Professional Beauty
专业美容



Supply World Exhibitors Index

Categories of Exhibitors



Subcategories

Packaging

- Pumps/valves/sprayers/caps and accessories, labels, glass packaging
- Cosmetic packaging, porcelain packaging, metal packaging, hoses, plastic packaging, coating and printing process, carton bag packaging

Machinery

- Packaging equipment, makeup equipment
- Filling equipment, mixing/emulsification equipment, purification equipment, scientific instruments, supporting equipment

OEM&ODM

- Makeup, freeze-dried powder
- Personal Care (skincare, toiletries), household cleaning, supplements, facial masks, fragrance, Baby-Children

Ingredients

- Cosmetic ingredient, personal care basic ingredient, skin care ingredient, home care products ingredient and other ingredient
- Laboratories, consulting and testing institutions, and toiletry ingredient

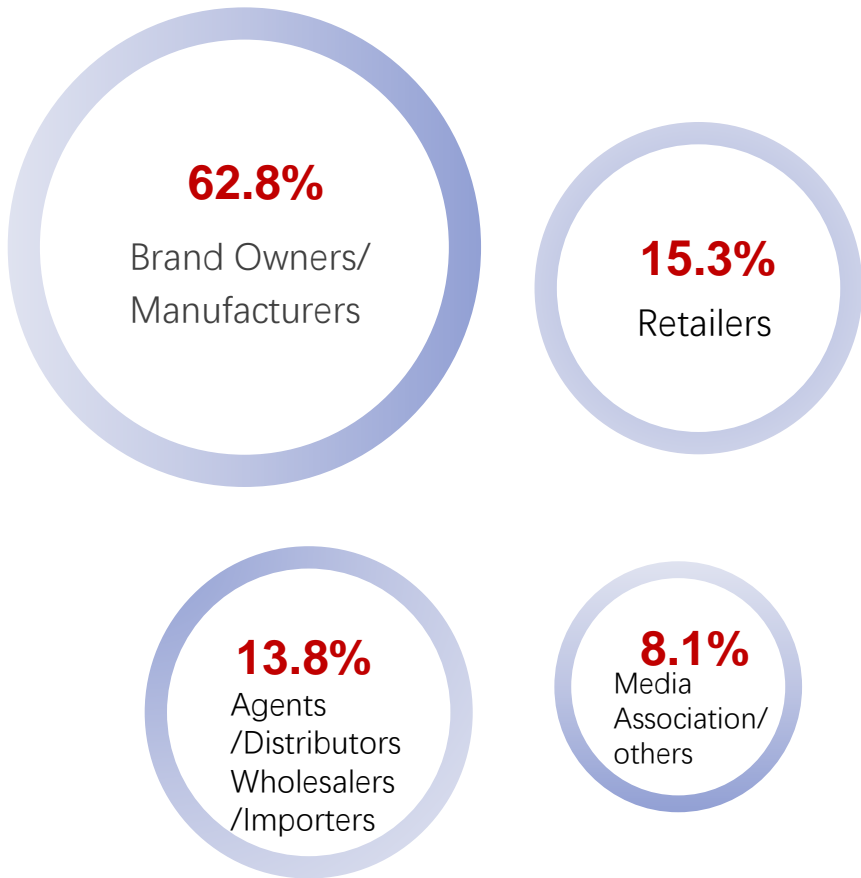
Materials

- Mask base cloth, masterbatch,
- Plastic particles, other materials

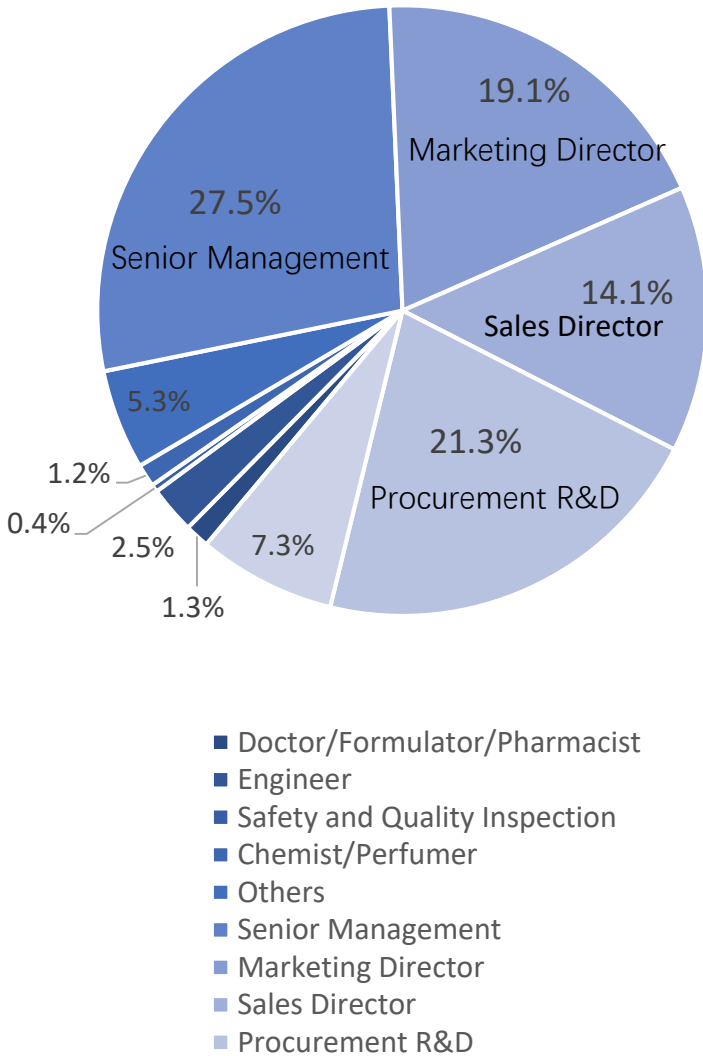
Partial list of exhibitors and key cooperative brands



* Visitor Company Type



*Visitors' Position



* Business Categories

Brand Owner/Manufacture	
Skincare, Personal Care	30.40%
Makeup & Fragrance	15.60%
Personal Care Tools	7.80%
Packaging	6.50%
OEM/ODM	5.90%
Supplements	4.90%
Ingredient & Formula	4.90%
Children & Baby Care	4.20%
Household Cleaning	4.10%
Oral Care	3.80%
Men's Care & Products	3.50%
Household Beauty Equipment	2.90%
Printing & Labeling	2.90%
Machinery	2.60%

Retailer	
Cosmetics Store/Specialty Store/Chain Store	44.1%
Online Retailer	33.2%
Taobao Shop	22.7%
Agents / Distributors / Wholesalers / Importers	
Packaging	43.30%
Ingredient & Formula	31.40%
Machinery	25.40%

International Cosmetics Technological Advancement Conference

This conference gathers both domestic and foreign leading scientific research experts, academics, brand owners and others to transform the industry using new consumer insights, reshape the foundation of the industry with advanced technology, and shows the power of "Technology in a Good Brand."

This event will focus on cosmetics technological innovation and revolution. Reveal the infinite possibilities of the beauty industry empowered by technology and accelerate the industry through the release of technological trends, insights into consumer needs, and discovery of new ingredients.

Meiyi International Cosmetics Science & Technology Awards

As the industry's top event, the event will invite visitors from major cosmetics brands and supply companies, agents and retail leaders across the country, association leaders, industry experts as well as hundreds of fashion media, internet celebrities.

Witness the birth of the Meiyi awards with the most advanced content and the most reputable effect in China's beauty industry.



《Meiyi Science & Technology White Paper》 Released

The “*Meiyi Science & Technology White Paper*” will be released on the International Cosmetics Technological Advancement Conference.

“Meiyi Science & Technology White Paper” first puts forward the concept of technology-oriented consumers, leveraging third-party data analysis capabilities, connecting consumer buying behavior with product technological innovation, and reveals consumer behavior, demand and technological path of beauty companies.



CBE Road Shows




"CBE Road Show" - Agenda



August 18-19

**CBE
Road Show**

 **Xian**
(Shanxi Province)



» » » September 13-14

**CBE
Road Show**

 **Zhengzhou**
(Henan Province)



» » » September 24


**2020 International
Cosmetics Design Summit**

 **Hangzhou**
(Zhejiang Province)



October 21-22


**CBE
Road Show**

 **Chengdu**
(Sichuan Province)



» » » November 25

**2020 China's Beauty
Industry Leaders Summit**

 **Guangzhou**
(Guangdong Province)

"CBE Road Shows" - Basic Information

A u g u s t

**Northwest
China**

2019

Overview

Brands: 100+
Visitors: 1000+

Gathered leading retailers and agents from the 5 provinces, Shanxi, Qinghai, Xinjiang, Gansu and Ningxia in Xian to empower retailers.

S e p t e m b e r

**Central
China**

2019

Overview

Brands: 100+
Visitors: 1000+

Cooperated with Unilever Group to empower the offline channels and to explore how to operate the KOL products through CS channels.

O c t o b e r

**Southwest
China**

2019

Overview

Brands: 100+
Visitors: 1000+

100+ brands and visitors from the 5 provinces, Sichuan, Yunnan, Guizhou, Chongqing and Tibet to focus on e-commerce, CS channels and empowering retailers.

Attendees:

- Excellent cosmetics stores in provinces
- Excellent cosmetics stores in counties
- Excellent CS agents
- Social media group, Industry experts, Marketer

September- International Cosmetics Design Summit

Hangzhou

Attendees:

- Outstanding purchasing managers, product managers, and brand marketing managers of domestic and foreign cosmetics brands
- Design institutes, international trend agencies, top consulting companies, well-known designers, emerging and independent designers
- Leading companies in global beauty supply chain and innovative packaging companies in the Yangtze River Delta
- E-commerce platforms, livestreaming channels, high-traffic and strong converting new media, KOL, etc.

2019 Overview

Attendees 1200+

A show themed "Innovation & Awakening", CEOs of brands, domestic and foreign designers, KOLs, and CEOs of innovative packaging companies gathered together in Hangzhou for collaboration on "beauty" and the "China original design"!

November - China's Beauty Industry Leaders Summit

Guangzhou

Attendees:

- Brand Owner
- Supply chain enterprises owner
- Domestic channels & qualified retail chain stores
- Independent brands & Social media e-commerce brands
- Association representatives & industry experts

2019 Overview

Attendees 1000+

An event covering cosmetics, channels, distributors, agents, KOLs, etc. Gathering professionals from chain stores, leading companies and experts from cosmetics, supply chain and professional beauty sectors. Over 30 outstanding beauty supply chain companies will be honored, and jointly build a new future for the industry with advanced ideas and technologies.

Informa Markets



INFORMA Markets

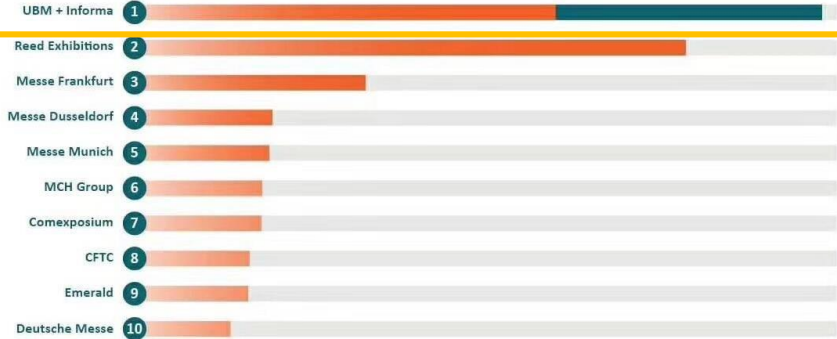
Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality,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

On September 15, 2017, Informa Markets successfully acquired Penton in the United States for more than RMB 10 billion. As a result, Informa Markets replaced the German exhibition giant Frankfurt Exhibition with a history of nearly 750 years and became the third largest exhibition organizer in the world.

On June 18, 2018, the Financial Times reported that Informa acquired the UBM Group at a valuation (including debt) of 4.3 billion pounds (equivalent to 38 billion yuan). This merger gave birth to the world's largest business exhibition event organizer.



AMRinternational.



Note: Relative hypothetical ranking, based on AMR's latest top 20 ranking of 2016 exhibition organising revenue + 2017 M&A

全球100大商业展会

排名	Logo	名称	英文名	面积/m2	国家	城市	展览日期	操作
49		美国拉斯维加斯秋季国际纺织服装展览会	SOURCING AT MAGIC	108845 平方米	美国	拉斯维加斯	2019/08/16-19	展会详情
50		德国科隆国际摩托车两轮车展览会	INTERMOT	77896 平方米	德国	科隆	2020/09/30-04	展会详情
51		中国（上海）国际美容博览会	China Beauty Expo	260000 平方米	上海	上海	2019/05/20-22	展会详情
52		德国科隆国际家具生产、木工及室内装饰展览会	INTERZUM	163000 平方米	德国	科隆	2019/05/21-24	展会详情
53		德国慕尼黑国际建筑建材展览会	BAU	180000 平方米	德国	慕尼黑	2021/01/11-16	展会详情
54		意大利博洛尼亚国际美容展览会	COSMOPROF BOLOGNA	180000 平方米	意大利	博洛尼亚	2020/03/13-16	展会详情

Informa Markets: Leading Exhibition Group Worldwide
Informa Beauty Events: 14 Beauty Fairs in Asia



Other Shows In Asia



**supply
world** 
china beauty expo
美妆供应链博览会

SUPPLY WORLD

2021 EDITION **MAY 12-14**

SHANGHAI NEW INTERNATIONAL EXPO CENTER

 **china
beauty
expo**
中国美容博览会

CHINA BEAUTY EXPO

2021 EDITION **MAY 12-14**

SHANGHAI NEW INTERNATIONAL EXPO CENTER

Looking Forward to Having You on Our Show