



COSMOPROF ASIA SHOW 2008

Event Overview

Cosmoprof Asia is the leading beauty and wellness trade event in Asia and provides unique opportunities for exporters of Australian products.

Cosmoprof Asia beauty industry expo was held in Hong Kong, November 12-14, 2008. It represents the largest trade exhibition in Asia for the beauty and natural health sectors.

Cosmoprof 2008 saw an increasing number of exhibitors and attendees, and reiterated its position as the premier business-to-business beauty event encompassing all sectors of industry. It was voted the “best Spa Event of the Year” by AsiaSpa Magazine.

Promotion Overview

AMAG offered a financial and marketing package to its 17 licensees who exhibited at the Australian pavilion of the show, helping to offset the cost of participation and increasing the recognition for the AMAG logo. AMAG invested in two full page advertisements in the *Australian Cosmetics, Natural Health and Wellbeing Directory* which was launched at Cosmoprof.



Licensees that participated in the show have indicated that their participation in the show was very worthwhile and they would

strongly recommend other licensees to participate in AMAG sponsored trade shows. Their products focused on sectors including cosmetics, perfumery and toiletries, professional beauty salon products and equipment, packaging, raw materials, machinery, private label and contract manufacturing, hair products, equipment, salon furnishings and natural health products.

1,357 exhibitors from 40 countries and an estimated 39,000 international visitors attended the trade show.

Participants had an opportunity to meet with potential buyers from Asia's major import and distribution companies and inspect leading department stores and retailers in Hong Kong.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.