COSMOPROF CBE ASEAN POSTPONES INAGURAL EVENT TO DECEMBER 2020





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In light of COVID-19, joint organisers of Cosmoprof CBE ASEAN, namely Informa Markets, China Beauty Expo (CBE) and BolognaFiere, have made the key decision to move the debut of Cosmoprof CBE ASEAN to 14-16 December 2020 at the IMPACT Convention and Exhibition Center in Bangkok, Thailand. This event was initially scheduled to take place on 17-19 September at the same location.

Thailand has announced the fourth phase easing of lockdown measures effective 15 June 2020. The relaxation includes more reopening of businesses, such as organization of meetings, trade fairs and events at hotels, as well as convention and exhibition centers. Nevertheless, in view of the fact that many neighbouring countries have not reached similar levels of stability yet, the organisers have made the decision to postpone the event. We believe that the revised dates will allow more time for normality to return to the marketplace, travel restrictions to be eased, and provide all-around better conditions for exhibitors and visitors to engage.

The organising team, along with the support of the Thailand Convention and Exhibition Bureau (TCEB) and the venue operator, has outlined an extensive Standard Operating Procedure (SOP) under CCSA's (The Centre for Covid-19 Situation Administration) guidelines to provide an optimally secure and safe environment to hold this event effectively in December.

In the meanwhile, and leading up to the December event, the Cosmoprof CBE ASEAN team will continue to engage our constituents with our digital marketing campaigns.

“Don’t Stop Beauty” Campaign

Beauty does not stop. Following the outbreak of Covid-19, production lines have been rapidly converted to increase the availability of gel hand sanitisers, creative fundraising campaigns have been developed and various activities are underway to provide support for those working on the front lines in hospitals and other facilities.

At Cosmoprof CBE ASEAN, we will launch the #dontstopbeauty social campaign and continue to collect stories from businesses in the sector to highlight our exhibitors’ initiatives to support the community and their customers.

“Cosmotalks – The Virtual Series”

“CosmoTalks – The Virtual Series” is a brand-new project aiming to keep you updated with online webinars on the latest beauty trends and post-crisis strategies. A rich calendar of topics covering from “How does the current outbreak affects the business model of the beauty industry?” to “What sort of changes should you apply to your business in order to survive?” has been planned to offer marketing ideas and inspirations for your beauty business. More webinars will be organised in the coming months with international agencies, media and partners to share the most innovative trends and marketing ideas in the region.

Supported by the Federation of Thai Industries and the Thai Cosmetic Manufacturers Association, the first edition of Cosmoprof CBE ASEAN, rescheduled to 14-16 December, is set to welcome over 500 exhibitors in a dedicated space for finished products – Branded Finished Products, and another for the production chain – Supply Chain. Alongside educational seminars and live demonstrations, you will find many more useful initiatives to increase your networking opportunities and forge new business partnerships at Cosmoprof CBE ASEAN.

For further information, please visit our website www.cosmoprofcbeasean.com