

**YOUR BEST  
DESTINATION TO  
MEKONG BEAUTY  
MARKET**

**MEKONG BEAUTY SHOW**

Ho Chi Minh City, Vietnam

POWERED BY BEYOND BEAUTY EVENTS  
POWERED BY K-BEAUTY EXPO

SAIGON EXHIBITION AND  
CONVENTION CENTRE -  
SECC

**15-17 June 2017**

**MEKONG  
BEAUTY  
SHOW**

[www.mekongbeautyshow.com](http://www.mekongbeautyshow.com)

ORGANIZED BY

**informa**  
exhibitions

**KINTEX**

China Beauty Expo  
Shanghai

ASSOCIATION SUPPORT

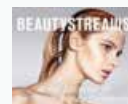
**VOCA**  
VIỆT NAM CHỖ ĐÓNG GẮN LỘT LỖ VÀ PHỤ KIỆN MÀU



China Chengdu Beauty Expo  
Chengdu

INTERNATIONAL PARTNER

**centdegrees**<sup>TM</sup>



Beyond Beauty Asean  
Bangkok

# WHO ARE WE?



Mekong Beauty Show 2017 is the only business-to-business beauty exhibition in Vietnam. Targeting the new and fast growing customer demographic focused on cosmetic goods, this is an exclusive opportunity to gain direct access into the Mekong market. Mekong Beauty Show (MBS) happening in Saigon Exhibition and Convention Center (SECC) from June 15-17 is targeting the fast-developing Mekong countries and aiming to bring 200+ international beauty industry players to this neighborhood.

In Joint Venture with KINTEX, Informa is launching the show as a business platform for players of the whole supply chain covering Beauty & Cosmetics, Hair & Nails, Herbal & Health and OEM & Packaging. Especially with the simultaneous K-beauty Expo which will bring 80 hottest Korean brands with most popular products.

## MEKONG BEAUTY MARKET

Per IMF forecast, Mekong 4 countries are going to reach a combined GDP of USD441 billion by 2020 which indicates a potential business opportunity of USD3 billion for beauty products.

## Mekong 4 Forecast by 2020

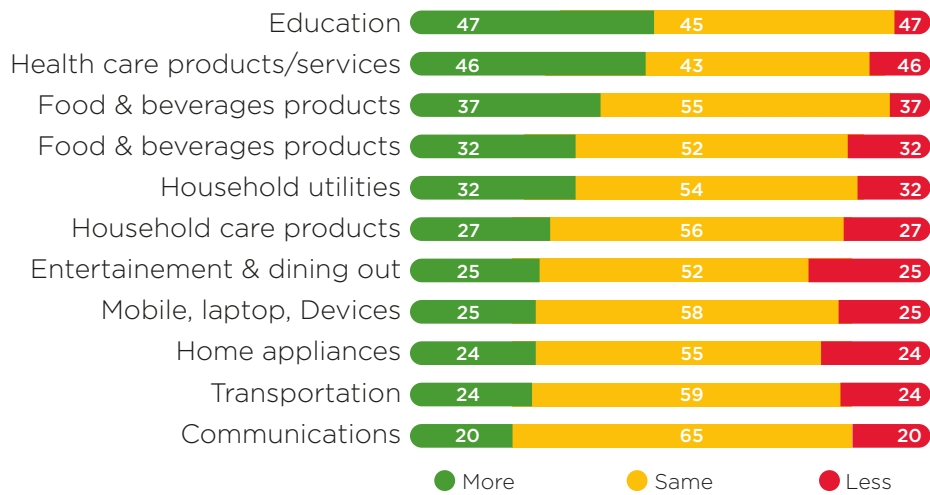
Year 2020	Vietnam	Laos	Cambodia	Myanmar
POPULATION by 2020 (million)	96.47	7.72	16.74	53.72
GDP Projection 2020 US\$ billion	287	21	27	106
GDP PER CAPITA by 2020 US\$	2,978	2,682	1,618	1,977

Source : IMF

## Among the 4 Mekong countries, Vietnam is the largest economy with largest market.

- Economic growth in Vietnam has been fueled by rapidly rising foreign investment and exports, both of which are growing significantly faster there than in other ASEAN nations.
- Household consumption from 2010 to 2015 has remained very stable around 63-64% of total GDP.
- Education, Healthcare, F&B products and Personal care are key areas of expenditure

## Common Areas Money to Be Spent



# WHY EXHIBIT ?

1. Gain exposure, find new buyers and set up strategic global alliances in the Mekong markets
2. Be at the very heart of the Mekong growth Region
3. Showcase your products and services to key decision makers from Mekong markets
4. Generate immediate sales orders and capture new business leads
5. To meet & network with beauty professionals of Mekong markets

## SHOW HIGHLIGHTS

### K-beauty Trend

The simultaneous K-beauty Expo Vietnam which will bring 80 hottest Korean brands with most popular products. With high interest in K-brands, more than 150+ distributors and big retailers in Mekong region have shown quite high attention to Mekong Beauty Show.

### Vietnamese Beauty Brand Lab

Mekong beauty Show will federate Vietnamese companies and present them in a "Vietnamese beauty lab" by a famous French designer agency Centdegres based in Asia and Vietnam. It is a chance to meet many local brands at one time.

### VIP Buyer Program

The simultaneous K-beauty Expo will invite 40 Korean buyers to the show. With our strong global network in beauty industry, Informa will bring another 40 international buyers for onsite one-to-one matchmaking meetings.

### Innovation Centre

Onsite showcase to all visitors your new product, core technology, latest developments that will affect or even lead the industry trend.

### WHO ARE THE VISITORS?

- 40% Distributors/Agents/Importers
- 25% Retailers (Department Stores, Supermarkets, Franchises)
- 20% Manufacturers (Including R&D and Purchasers)
- 15% Beauty Salons and Spa Owners



# EXHIBITOR PROFILE

## Beauty & Cosmetics

- Color Cosmetics & Makeup Accessories
- Equipment
- Fragrances
- Personal Care
- Makeup Artist Academy
- Ingredients



## Hair & Nails

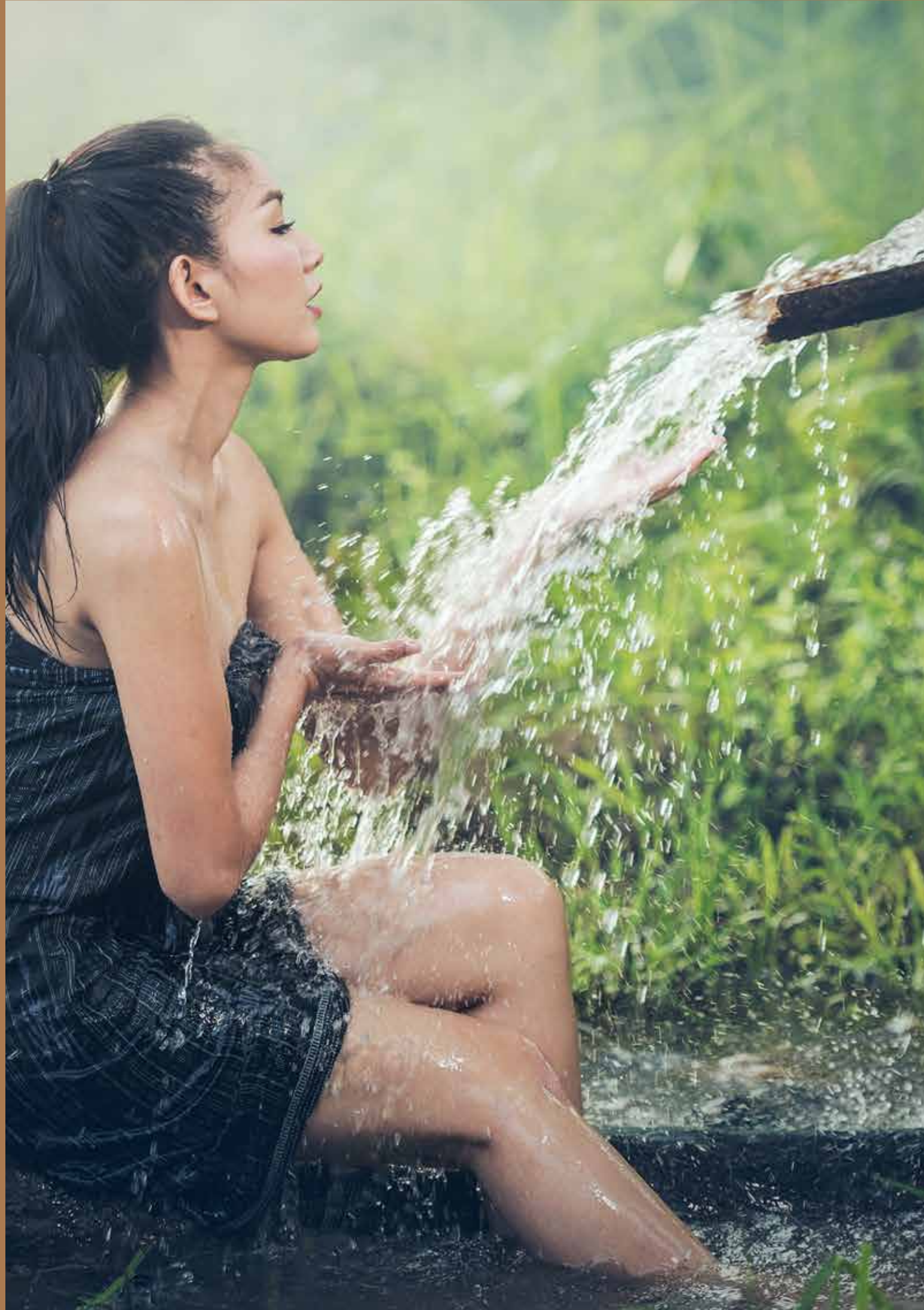
- Hair Cosmetic products
- Decorative & Promotional Aids
- Tools of the Trade
- Wellness Products for
- Cosmetics & Nails for Hairdressers
- Training Institutes for Hair & Nails

## Herbal & Health

- Health & Herbal Products
- Health Food Products
- Herbal Remedies
- Certification Agencies

## OEM & Packaging

- Manufacturer (OEM/ODM)
- Aerosol Filling Service
- Automation
- Packaging
- Machinery





## **VIETNAMESE BEAUTY BRAND LAB** **present you the most authentic Vietnam Culture**

Plenty of brands arrived in Vietnam and they did not have knowledge of the country. The brands that came created forecasts based on the past and the consumer changed from one day to the next. Many of those who had money to burn during the boom years have since lost it, and access to the internet has made the young middle class more demanding and discerning in their choices. In addition, consumer behavior is very different in the north and the south of the country.....

## **BEAUTY PAVILION** **BY CENTDEGRES & PARTNERS**

The aim of the Mekong Beauty Show is to bring international industry players right to the "VIETNAMESE BEAUTY BRAND LAB by centdegrés & partners" conceptualized by the famous French design agency, based in Asia and in Vietnam. Book your stand and get all-inclusive and special benefits from Vietnamese Beauty Brand Lab:

- Understand Vietnamese consumer behavior to better localize your brand
- Develop local brand partners and enter the booming market hand in hand with native giants
- Imitate how local brands succeed with the market promotion, distribution
- Consult from Vietnam-based agencies for better advice and brand localization

# Grow your business by exhibiting in Mekong Beauty 2017

**Raw space (min 18 sqm) Price USD338/sqm**  
**Standard furnished booth (min 9 sqm) Price USD368/sqm**

Corner charge of USD 150 per additional corner

**For more information or to book a booth, contact the team today**

International Sales  
 Selena Li  
 Project Director  
 +86 (21) 2326 3662  
 selena.li@informa.com

Korea Sales  
 Cassie Kim  
 Project Manager  
 +82(31) 810 8043  
 kbeautyexpo\_vn@kintex.com

Local Sales (Vietnam)  
 Pham Huy Hoai  
 Senior Project Manager  
 +84 8 3910 0306 (Ext:113)  
 Huyhoai.pham@informa.com



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 THE FEDERATION OF THAI INDUSTRIES

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