

# CBE DigiMATCH

A Virtual Matchmaking Event

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European Edition  
September 27-28, 2022

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# ABOUT ORGANIZER



China Beauty Expo (CBE) has been successfully held for 26 editions since 1998. It takes place at the Shanghai New International Expo Center every May. It has been ranked on the “Top 100 Global Trade Fairs” as well as being one of the biggest trade shows in the beauty industry on the global stage. CBE is an international trade platform covering the whole beauty industry from supply chain to finished products to professional beauty. It is a one-stop sourcing platform for all your beauty needs.

## Show Information

Show Name: 27th China Beauty Expo

Venue: Shanghai New International Expo Center

Date: December 14 - 16, 2022

Organizer: Informa Markets

Shanghai Baiwen Exhibitions Co., Ltd.

## CBE Facts & Figures

Scale (m<sup>2</sup>)

**260,000**



Exhibitors

**3,600+**



Visits

**500,000+**



Concurrent Events

**60+**





# BACKGROUND

To enhance the business exchange in China's beauty industry and to assist oversea brands entering China, the organizer of China Beauty Expo (CBE) will organize its 2<sup>nd</sup> online business matchmaking program this September, 2022. Based on 26 years of deep cultivation in the China's beauty market, the organizer of CBE will gather premium buyers in China through a highly vetted process to bring our oversea clients 1 on 1 meetings.

The 1<sup>st</sup> online business matchmaking (Korean Edition) hosted by CBE, KOTRA and KOBITA saw a total 27 exhibitors with over 100 brands and 40 selected distributors at the event. More than 189 virtual 1 on 1 meetings were engaged in the 2 day event.

For the 2<sup>nd</sup> online business matchmaking program this year, CBE have selected Europe as the region of focus. Countries like France, Italy, Germany, Spain, Switzerland, etc. will be invited to participate.

# QUICK FACTS

Date:	September 27- 28, 2022
Time:	15:00 - 19:00 (Beijing Time)/ 8:00 - 12:00 (GMT)
Platform:	CBE's official matchmaking platform
Language:	English
Registration:	download the <u><a href="#">application form</a></u> and send back to sonia.guo@informa.com

**Accounts Limit: 50 Exhibitors**

## TARGET EXHIBITORS:

First time international brands wanting to enter the China Beauty market, and is looking for distributors, or existing brands seeking additional distributors to expand their reach.

## TARGET BUYERS:

China distributors with cosmetic import qualifications and experiences who have clear demands & budget for European beauty products this year or the following year.

## PRODUCT CATEGORIES

### **COSMETICS:**

Skin Care, Toiletries, Beauty Tools, Makeup, Oral Care, Masks, Paper cotton supplies, Household Cleaning, Fragrance, Baby/Children, Supplements, Household Beauty Devices, Men's Care...

### **PROFESSIONAL BEAUTY:**

Beauty Equipment, Professional Beauty Products, Health & Wellness, Nail/Eyelash/Embroidery, Medical Beauty Hair Products, Equipment, Salon furniture...



# MEETINGS

All meetings between the exhibitors and the selected buyers will be pre-scheduled on the CBE DigiMATCH platform. Exhibitors will be asked to upload vital product information pre-event, so meetings will be efficient and to the point.



## WHAT TO EXPECT?

▼ Wednesday, 01 Dec 2021 (UTC+8)

线上 ✓ 13:00	线上 ✓ 13:45	线上 ✓ 14:30	线上 ✓ 15:15
线上 ✓ 16:00	线上 ✓ 16:45		

▼ Thursday, 02 Dec 2021 (UTC+8)

线上 ✓ 13:00	线上 ✓ 13:45	线上 ✓ 14:30	线上 ✓ 15:15
线上 ✓ 16:00	线上 ✓ 16:45		

# DIGITAL LISTING

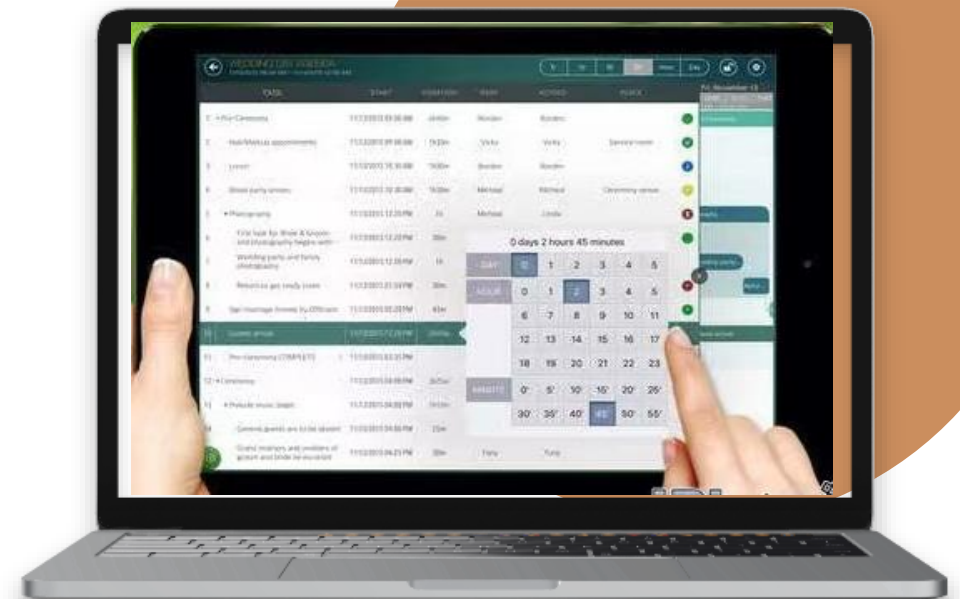
All brands and products will be listed and searchable by:

- category
- country of origin
- distributor type
- price range

Promotion in formats:

- Pictures
- PDF
- Videos

WHAT TO  
EXPECT?





# ACCURATE BUYERS

Premium buyers will be chosen from CBE's massive database, highly vetted through our rigorous process including looking at experience, credentials, exact needs, budget, etc.

WHAT TO EXPECT?



# PROMOTIONS

Organizer will promote exhibitors through the use of videos and articles on CBE's official channels.



WHAT TO  
EXPECT?

## Requirements of the video:

Duration: within 3 minutes

Format: MP4/mov

Landscape mode, Length-width ratio: 16:9

Video resolution: 1920\*1080

\* Please send the video to [sonia.guo@informa.com](mailto:sonia.guo@informa.com) before September 10th, 2022.

# ALL-AROUND BRAND EXPOSURES

- Official Website
- Social Media: WeChat, Weibo, Facebook, LinkedIn, etc.
- SMS/E-newsletter



## WHAT TO EXPECT?



**CBE Wechat Followers 300,000+**

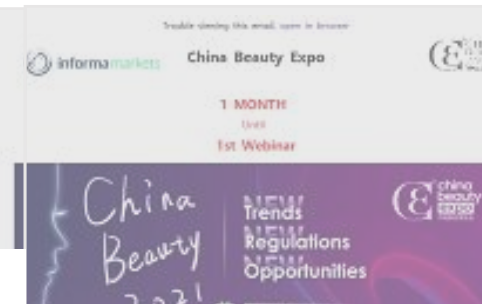
2021年5月12日-14日，第26届CBE中国美容博览会，将在上海新国际博览中心（浦东）正式开幕。本届展会，将以23万平方米的展览面积，聚集来自全球超3200家化妆品全产业链企业上万个品牌共襄盛举。

作为化妆品产业潮流聚集地和趋势风向标的CBE，在万众瞩目之下，将呈现怎样的精彩看点？CBE这个全球极具影响力的美妆IP，又将如何助力行业发展，继续引领产业前行？

**亮点**  
23万平方米、22大展馆  
再现美业顶流盛事



**Cosmetic News Wechat Follower 100,000+**



**E-newsletter**



**CBE Mini APP**





# TIMELINE

## Exhibitors Registration

- May 10 – September 16

## Exhibitors' Profile Upload

- August 22- September 16

## Buyers' Profile Upload

- September 5-23

## Pre- schedule Meetings

- September 12-23

## Online Meetings

- September 27- 28 2022  
15:00 - 19:00 (Beijing Time)/ 8:00 - 12:00 (GMT)  
4 hours, 8 meeting slots/day

- 15:00-15:30
- 15:30 -16:00
- 16:00-16:30
- 16:30-17:00

- 17:00-17:30
- 17:30-18:00
- 18:00-18:30
- 18:30-19:00

# PAST RESULTS

## 1<sup>ST</sup> EDITION (KOREAN)



# PAST RESULTS

27

**Exhibitors**

100+

**Brands**

189

**Total Meetings**

1:7

**Meetings Ratio Per Exhibitor**

30Minutes

**Average Meeting Duration**

# 1<sup>ST</sup> EDITION LIVE SNAPSHOT



**Virtual Room 1**

- 唐晶 (Jung Cho) 展商 展商
- Rick Yang 展商 展商

**Virtual Room 2**

- Alice 展商 展商
- YuYun Park 展商 展商

**Virtual Room 3**

- Choti Wu 展商 展商
- Bonnie Gao 展商 展商

**Virtual Room 4**

- DigiMatch 2021 展商 展商
- 展商 展商

**Virtual Room 5**

- 展商 展商
- 展商 展商

**Virtual Room 6**

- BAO YIYEN 展商 展商
- 展商 展商

**Virtual Room 7**

- 展商 展商
- Eather 展商 展商

**Virtual Room 8**

- 展商 展商
- 展商 展商

**Virtual Room 9**

- Lauren J. Cho 展商 展商
- 展商 展商

**Virtual Room 10**

- 展商 展商
- 展商 展商

**Virtual Room 11**

- Ottie 展商 展商
- SHI XIAOQI 展商 展商

**Virtual Room 12**

- 展商 展商
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**Virtual Room 13**

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**Virtual Room 14**

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**Virtual Room 15**

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**Virtual Room 16**

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**Virtual Room 17**

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**Virtual Room 18**

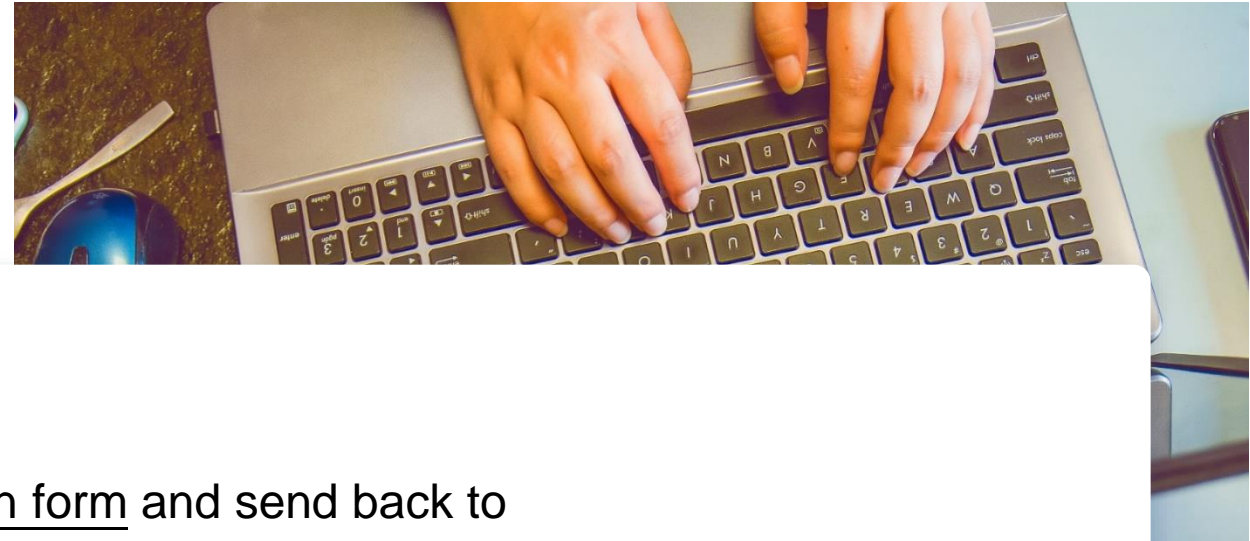
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**Virtual Room 19**

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**Virtual Room 20**

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download the application form and send back to  
**[sonia.guo@informa.com](mailto:sonia.guo@informa.com)**

**REGISTRATION FEE: 2,300 USD/account**

**Early Bird before June 30, 2022: 1,800 USD/account**

# EXHIBITOR REGISTRATION

LOOKING FORWARD TO  
YOUR PARTICIPATION

