

PRESS RELEASE

For Immediate Release

BEAUTYEXPO & COSMOBEAUTÉ MALAYSIA RESCHEDULED TO 28 SEPTEMBER - 1 OCTOBER 2022

KUALA LUMPUR, 20 SEPTEMBER 2021 – Informa Markets, the organiser of Beautyexpo and Cosmobeauté Malaysia, has decided to reschedule the **20th Edition of Beautyexpo** and **16th Edition of Cosmobeauté Malaysia**, to **28 September - 1 October 2022** in an exciting **hybrid format**, combining the in-person event at **Kuala Lumpur Convention Centre (KLCC)** with **online opportunities** simultaneously. The events were originally scheduled to be held on 1-4 October 2021.

The decision to move the shows to 2022 was made after a careful consideration and thoughtful deliberation with key stakeholders, exhibitors and industry partners. The new dates will allow time for increased vaccine rates and for business travel to resume, enabling the team to host an event of the high quality you've come to expect with unique business opportunities.

“The hybrid format next year allows a greater sourcing experience for the beauty community to meet face-to-face with safety at the forefront and virtually with digital components to ramp up business opportunities and networking on a larger scale. Despite these extraordinary times, the beauty industry remains resilient, and businesses continue to evolve through unprecedented solutions,” says Gerard Willem Leeuwenburgh, Country General Manager of Informa Markets in Malaysia.

To bring the entire beauty and hair community even closer, **Cosmobeauté Channel** and **BE Hair Channel** will run simultaneously, spotlighting segments on Aesthetic, Beauty, Cosmetics & Embroidery, Hair, Nail and Spa & Wellness, through binge-worthy live streaming and on-demand content. The latest digital initiative will feature an array of stellar speakers and key industry leaders to exchange ideas and education sessions in the coming months.

“With physical events resuming at scale in 2022, we are thrilled to present the second edition of **Beauty Space**, a B2B Virtual Event, which is set to be held from **29 November to 2 December 2021**, following its premier in 2020. By combining six powerful forces of ASEAN beauty shows from Malaysia, Indonesia, the Philippines and Vietnam, Beauty Space provides vast opportunities for stakeholders, distributors, retailers and buyers to network from anywhere in the world whilst tapping into the Southeast Asia beauty market,” Gerard shares.

Beauty Space offers a newly enhanced and comprehensive smart online business matching solution to deliver a compelling experience under one seamless platform throughout four days with extension access for two weeks after the live event. The B2B digital networking and matchmaking platform comes with features such as brand and product listing, pre-scheduled meeting, search function, live video chat and will be packed with curated content sessions.

Gerard says, “We’re fully committed to reinvigorating the beauty industry and bolstering economic growth. Ultimately, we believe Beauty Space will help to foster business by bringing together the entire beauty community.”

By Informa Markets

For more information about Beautyexpo and Cosmobeauté Malaysia, please visit www.beautyexpo.com.my and www.cosmobeauteasia.com.

For more information about Beauty Space, please visit www.beautyspacevirtual.com.

To exhibit on Beauty Space, please email beautyspace@informa.com.



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NOTES TO EDITORS:

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East coast and USA, South America and Caribbean Islands regions. 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. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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