

# 2023 China-ASEAN Beauty and Cosmetics Expo

## INVESTMENT GUIDE

Nanning International Convention and Exhibition Center in  
Guangxi Zhuang Autonomous Region, China  
December 29-31, 2023



(Innovation) Exhibition Under the Guidance and Support of the  
Department of Commerce of Guangxi Zhuang Autonomous Region

Scan the above QR code  
to visit the website of the expo

## About the Expo

The 2023 China-ASEAN Beauty and Cosmetics Expo will kick off in Nanning, the capital city of Guangxi Zhuang Autonomous Region and the permanent host city of the China-ASEAN Expo, in coincidence with the 20th anniversary of the strategic partnership between China and ASEAN and the 20th anniversary of the China-ASEAN Expo. At this expo, the exhibition area will exceed 10,000 square meters for the first time and the widest array of exhibits will be presented across six thematic exhibition halls. In addition, the expo in the beauty industry will attract the participation of more than 10,000 professional visitors and more than 500 high-quality companies from both home and abroad, as well as showcase a variety of updated and innovative products, along with cutting-edge fashion products that are visually appealing.

Meanwhile, it will be complemented by a series of conferences and forums, where experts and industry seniors will be invited as participants to share their insights, analyze hot topics and pain points in the industry, and engage in in-depth discussions on industry trends. In this way, a groundbreaking event in the beauty industry that focuses on China-ASEAN cooperation and integrates the wits of various parties will be available to help domestic and international beauty and cosmetics companies explore the cosmetics markets of China and ASEAN countries. It will serve as an international platform that facilitates communication between buyers and sellers and promotes exchange and cooperation among various parties.

The reason why Nanning, Guangxi is selected as the host city of the expo is that it is located in a region that links South China's coastal areas, the hinterland areas of Southwest China, and the Southeast Asian Economic Circle. Based on the city's location advantage as a junction of the economic circles of South China, Southwest China and ASEAN, a transportation and logistics hub and a bridge for economic and trade interactions, the expo can serve as a more open platform for China-ASEAN cooperation and play a better role in vigorously promoting the high-level development of beauty markets of China and ASEAN countries and contributing to the construction of a new development pattern featuring domestic and international dual circulations. With this expo, a large cosmetics market can be built between China and ASEAN countries, allowing them to share opportunities, seek common development, and co-create a better future of openness and prosperity.

We are looking forward to meeting you at the 2023 China-ASEAN Beauty and Cosmetics Expo for new business opportunities.

## Professional Visitors



**11560m<sup>2</sup>**

Exhibition area

**15000+**

professional buyers

**500+**

exhibitors

## Overview of the Expo

<b>·Name</b> 2023 China-ASEAN Beauty and Cosmetics Expo	<b>·Date</b> December 29-31, 2023
<b>·Theme</b> Green Beauty, Fashionable China & ASEAN	<b>·Venue</b> Hall B2, Nanning International Convention and Exhibition Center, Guangxi Zhuang Autonomous Region
<b>·Led and supported by</b> Department of Commerce of Guangxi Zhuang Autonomous Region	<b>·Co-organized by</b> China Hairdressing & Beauty Association Guangxi Flavor and Fragrance Industry Association
<b>·Guided by</b> Medical Products Administration of Guangxi Zhuang Autonomous Region Nanning Municipal Market Supervision Administration	<b>·Organized by</b> Guangxi Cosmic Peach Exhibition Group
<b>·Sponsored by</b> Guangxi Cosmetics Association Nanning Cosmetics Industry Association	<b>·Supported by</b> China-ASEAN Cross-border E-commerce Incubator Guangdong Beauty & Cosmetic Association Hunan Cosmetics Business Association

GUANGXI  
NAN NINGNanning International  
Convention and Exhibition Center

## Introduction to Organizations

### Guangxi Cosmetics Association

The Guangxi Cosmetics Association is a social organization established, on a voluntary basis, by various enterprises and entities in Guangxi Zhuang Autonomous Region on August 19, 2022. Its business scope covers the production, sales agency, and operations of cosmetics, beauty and hairdressing, makeup and styling, medical aesthetics, inspection and testing, research, advertising, vocational education, online sales, and exhibition services. Supervised by the Medical Products Administration of Guangxi Zhuang Autonomous Region, it is a non-profit, industry-specific social organization with its registration status approved by the Department of Civil Affairs of Guangxi Zhuang Autonomous Region. The association's personnel previously participated in investment promotion conducted by the beauty hall for the Nanning Fashion Expo in 2010 and 2011. They also organized and hosted events such as the Guangxi Beauty, Hairdressing, Cosmetics, and Health Care Services Expo in 2013 and 2014, and the First China-ASEAN Beauty and Cosmetics Expo in 2015. Additionally, they organized the 2014 Guangxi Beauty, Hairdressing, Makeup, and Styling Vocational Skills Competition. The association possesses professional qualifications and extensive experience in organizing exhibitions, forums, and exchange activities.

## Guangxi Cosmic Peach Exhibition Group

Cosmic Peach Exhibition Group is a professional company specializing in organizing and hosting international exhibitions and conferences. The company comprises various divisions, including an Exhibition Center, a Convention Affairs Center, a Technology Center, a Marketing Center, a Media Center, and an International Cooperation Center. It has established long-term and close collaborations with industry associations and boasts a wide and stable customer network, as well as a team of young yet seasoned exhibition professionals. It can timely and accurately collect data and is experienced in effective market planning. Since its establishment, the company has successfully organized a series of large-scale international exhibitions in Guangdong, Guangxi, Chongqing, Yunnan and other regions. These exhibitions involve various sectors, such as beauty and hairdressing, advertising and printing, emergency equipment, catering and food products, and the electronics industry. Cosmic Peach Exhibition Group is qualified as a Council Member of the China Convention/Exhibition/Event Society (CCEES) and a Supervisor of the Guangxi Exhibition Industry Association. By adopting a market demand-oriented approach, keeping promises, facing competition, and respecting every investment made by exhibitors, the company strives to advance China's exhibition industry to new heights and deliver the highest economic and social benefits for businesses and the nation. In the face of opportunities and challenges arising from economic and capital globalization and the sharing of knowledge and culture, Cosmic Peach Exhibition Group interprets culture with fresh ideas and in an innovative spirit and nurtures exhibition culture through its exceptional wisdom and hard work. It is dedicated to developing the exhibition industry and hosting renowned international exhibitions in line with the demands of the times.

## Reasons to Attend the Expo

### [Advantages]



### [Highlights]

- China-ASEAN Cosmetics Industry Development Forum
- China-ASEAN Cosmetics Trade and Investment Matchmaking Conference
- Awarding Ceremony of Quantitative Rating of Cosmetics Distributors in Nanning
- Awarding Ceremony of Trustworthy Consumption Organizations in the Cosmetics Industry
- 2023 CABCE Beauty Industry "Beauty of Guangxi" Award Ceremony
- 2023 Guangxi Beauty Industry Vocational Skills Competition

- Summit Event for the Development of China's Beauty Industry, allowing participants to gain early insights into the latest industry trends
- Collaboration with cross-border e-commerce operators to explore new marketing plans
- Launch of emerging beauty products, brand marketing, and e-commerce case demonstrations
- Assisting beauty talents in exploring their career development and providing interactions with experts for planning and answering questions
- Exploring a path of integrative development of cosmetics, medical aesthetics, comprehensive healthcare, and cultural and creative tourism between China and ASEAN

## [Guests]

- ⊙ Leaders of relevant government departments
- ⊙ Officials of ASEAN government departments, and representatives of associations, chambers of commerce, and enterprises
- ⊙ Experts and scholars from the cosmetic industry, as well as research institutes and universities
- ⊙ Presidents of domestic and international cosmetic industry associations and representatives of outstanding enterprises
- ⊙ Excellent trainers, career instructors and other professionals in the cosmetics industry

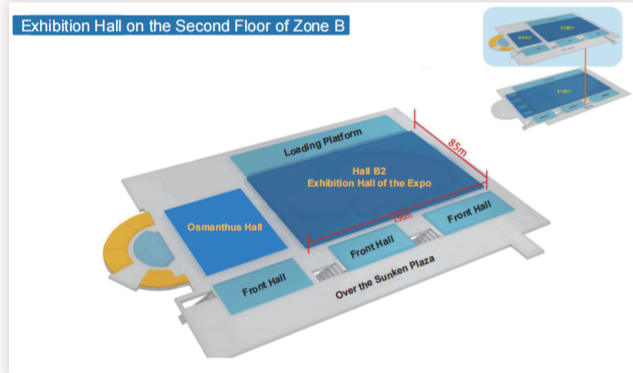
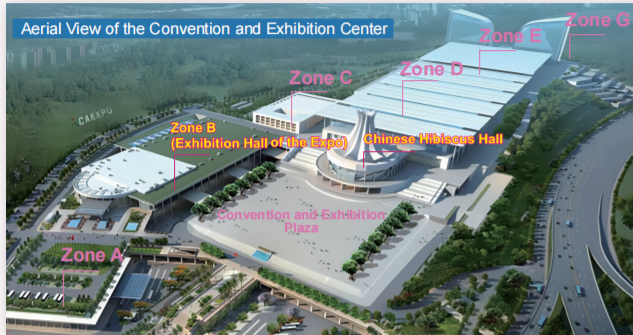
## [Visitors]

- ⊙ Representatives from associations and leading enterprises in various cities on the Chinese mainland and in Hong Kong, Macao, and Taiwan regions
- ⊙ Members of beauty industry alliances in developing countries
- ⊙ Delegates from industrial parks in Guangxi Zhuang Autonomous Region
- ⊙ Friendly and cooperative organizations in China
- ⊙ Representatives of professional visitors (including manufacturers of beauty salon products and daily chemical products, educational institutions, vocational training centers, industry-university integration research institutes, industry associations, brand operators, trade companies, distributors, agents, and wholesalers)
- ⊙ Ordinary Visitors
- ⊙ Media



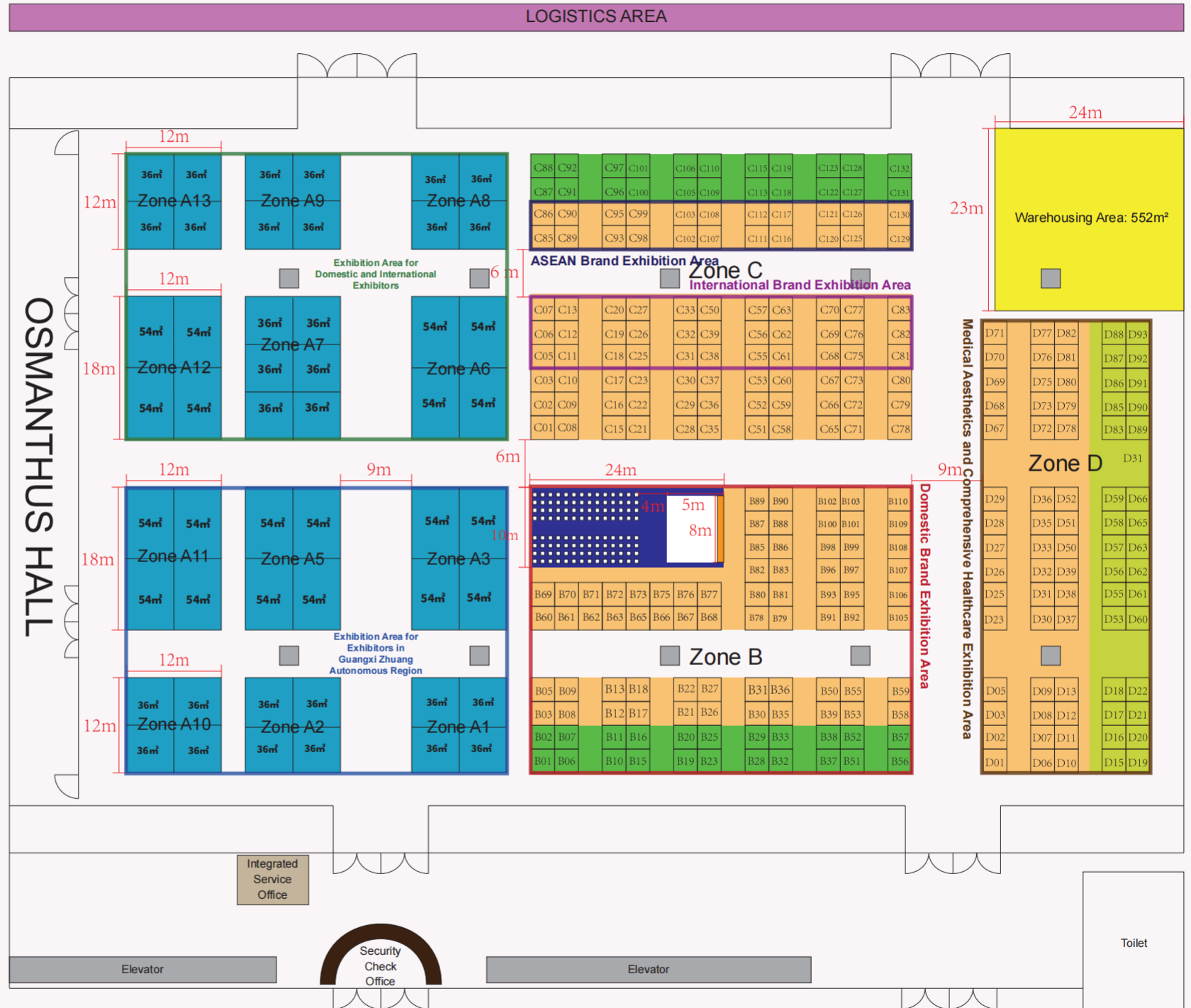
Venue Configuration

[Hall Planning]



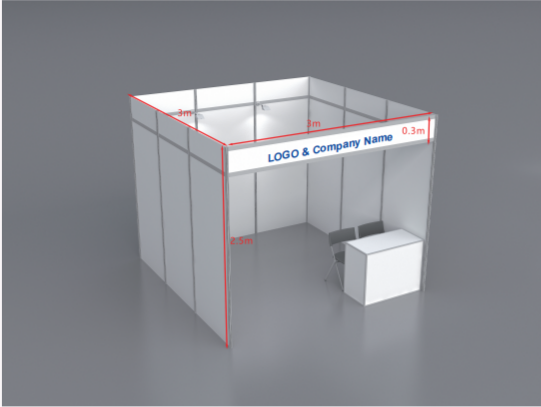
Booth Planning Diagram

- Area of flagship booths: 3m\*6m
- Area of standard booths: 3m\*6m
- Area of standard booths: 3m\*6m
- Area of open spaces (special booths): 36 m<sup>2</sup> and above
- Area of Zone A1/A2/A10: 144m<sup>2</sup>
- Area of Zone A3/A5/A11: 216m<sup>2</sup>
- Area of Zone A6/A7/A12: 216m<sup>2</sup>
- Area of Zone A8/A9/A13: 144m<sup>2</sup>



## [Booth Configuration]

- Standard Booths: 9m<sup>2</sup> (minimum of two booths to be booked)



- Booth Configuration: 3m x 3m 2.5m in height; with the coaming, exhibitor name (in both Chinese and English), and booth number board; 1 information desk, 2 chairs, 2 spotlights, and one 500W single-phase power socket.

- Special Booth Type **A**: 36m<sup>2</sup>



- Booth Configuration: overall structure, light box screen, company logo or name (3D PVC lettering), lighting fixtures, 1 information desk, 1 negotiation table, 4 chairs, one 500W single-phase power socket, and carpet.

CABCE

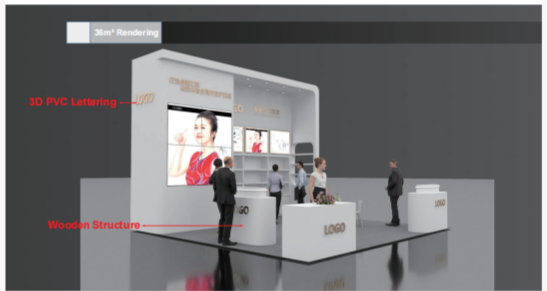
## ● Special Booth Type **B**: 36m<sup>2</sup>



(Effect Diagram)

● Booth Configuration: overall structure, light box screen, company logo or name (3D PVC lettering), lighting fixtures, 1 information desk, 1 negotiation table, 4 chairs, one 500W single-phase power socket, and carpet.

## ● Special Booth Type **C**: 36m<sup>2</sup>



(Effect Diagram)

● Booth configuration: overall structure, light box screen, lighting fixtures, 1 information desk, 1 negotiation table, 4 chairs, 1 500W single-phase power socket, and carpet.

## ● Special Booth Type **D**: 36m<sup>2</sup>



(Effect Diagram)

● Booth configuration: overall structure, light box screen, large LED screen, PVC three-dimensional characters, 1 information desk, 1 negotiation table, 4 chairs, 1 500W single-phase power socket, and carpet.





## Exhibition Scope

### ◀ Cosmetics manufacturing

OEM, ODM and OBM for daily chemicals and beauty care products, cosmetics production equipment

### ◀ Instruments

Professional beauty instruments, testing instruments, accessories for beauty instruments, hair washing equipment, hair scissors, barber chairs

### ◀ Cosmetics supply chain

Raw materials and formulas, flavors, fragrances, additives, daily chemical raw materials, daily chemicals for washing, packaging machinery, packaging containers, packaging materials (inner packaging containers), packaging design

### ◀ New channel service providers and new channel brands

Social e-commerce, short video and live streaming e-commerce, e-commerce platforms, etc.

### ◀ Cosmetics

Skin care products, hair products, makeup, personal care products, oral care products, etc.

### ◀ Others

Anti-aging products, postpartum recovery products, comprehensive healthcare and medical aesthetics products, other professional beauty products, body-shaping underwear, breast enhancement products, weight-losing and slimming products, enzyme products, health care products, moxibustion products, health products, healthy sleep products, high-end anti-aging products, confinement center products, women's health products, semi-permanent makeup products, training and supporting equipment, skin management products, manicure products, eyelash extension products, makeup tools, etc.

## Highlight Events

activity  
**01**

Launching Ceremony of 2023 China-ASEAN Beauty and Cosmetics Conference & Opening Ceremony of 2023 China-ASEAN Beauty and Cosmetics Expo

activity  
**04**

2023 Awarding Ceremony of Quantitative Rating of Cosmetics Distributors in Nanning

activity  
**02**

China-ASEAN Cosmetics Development and Investment Forum 2023

activity  
**05**

2023 Awarding Ceremony of the "Beauty of Guangxi" Awards of the ASEAN Beauty Industry

activity  
**03**

2023 China-ASEAN Cosmetics Appreciation Conference

activity  
**06**

2023 Guangxi Beauty Industry Vocational Skills Competition

## Schedule

December 28 (Thursday): Guests sign in

Morning, December 29

### ◀ Opening Ceremony 09:30-10:40

09:00-09:30 Leaders and guests enter the venue  
09:30-09:40 Introduce the Expo and leaders and guests present  
09:40-09:45 Speech by the organizer  
09:45-09:55 Speech by an industry guest  
09:55-10:00 Speech by a leader (from the Nanning Municipal Market Supervision Administration)  
10:00-10:05 Speech by a leader (from the Department of Commerce of Guangxi Zhuang Autonomous Region)  
10:05-10:10 Speech by a leader (from the Medical Products Administration of Guangxi Zhuang Autonomous Region)  
10:10-10:30 Keynote speech (by Yan Jiangying, Chair of China Association of Fragrance Flavour and Cosmetic Industries)  
10:30-10:40 Announce the opening of the Expo

### ◀ VIP tour exhibition 10:40-11:40

Afternoon, December 29

### ◀ China-ASEAN Cosmetics Industry Development Forum 14:30-17:30

14:30-15:30 Roundtable forum (Industry leaders sharing)  
15:30-16:00 Sharing and exchange by expert 1 (Hair care)  
16:00-16:30 Sharing and exchange by expert 2 (Daily chemicals)  
16:30-17:00 Sharing and exchange by expert 3 (Beauty and hairdressing)  
17:00-17:30 Sharing and exchange by expert 4 (Medical aesthetics and comprehensive healthcare)

### ◀ Awarding Ceremony of Quantitative Grading and Rating of Cosmetics Distributors in Nanning 18:30-19:30

### ◀ 2023 CABCE Beauty Industry "Beauty of Guangxi" Award Ceremony and Cosmetics Appreciation Conference 19:30-20:00

December 30 (all day)

Venue: Osmanthus Hall

### ◀ 2023 Guangxi Beauty Industry Vocational Skills Competition



## Advertising Sponsorship

S/N	Sponsorship Level	Charging Standard	Related Rights and Interests
1	Diamond Sponsorship	RMB 300,000	<ol style="list-style-type: none"> <li>Honorary title of "Diamond Partner" of the 2023 China-ASEAN Beauty and Cosmetics Expo, which will be marked in the proceedings and on the backdrops at the main venue and the registration office for representatives</li> <li>A 15-minute keynote speech by 1 technical expert at the main forum</li> <li>A 15-minute keynote speech by 1 technical expert at a sub-forum</li> <li>Opportunity of playing the corporate promotion video during the tea break</li> <li>Opportunity for 4 persons to attend the Expo for free (accommodation is at your own expense)</li> <li>An open space booth with an area of 144m<sup>2</sup></li> <li>Inclusion of product publicity materials in the expo materials</li> <li>2 pages of colored ads in the proceedings (210×285mm)</li> <li>1 contact list of some representatives (200 people)</li> </ol>
2	Gold Sponsorship	RMB 200,000	<ol style="list-style-type: none"> <li>Honorary title of "Gold Partner" of the 2023 China-ASEAN Beauty and Cosmetics Expo, which will be marked in the proceedings and on the backdrops at the main venue and the registration office for representatives</li> <li>A 15-minute keynote speech by 1 technical expert at each of the 2 sub-forums selected</li> <li>Opportunity for 2 persons to attend the Expo for free (accommodation is at your own expense)</li> <li>An open space booth with an area of 72m<sup>2</sup></li> <li>Inclusion of product publicity materials in the expo materials</li> <li>1 page of colored ads in the proceedings (210×285mm)</li> </ol>
3	Silver Sponsorship	RMB 150,000	<ol style="list-style-type: none"> <li>Honorary title of "Silver Partner" of the 2023 China-ASEAN Beauty and Cosmetics Expo, which will be marked in the proceedings and on the backdrops at the main venue and the registration office for representatives</li> <li>A 15-minute keynote speech by 1 technical expert at a sub-forum</li> <li>Opportunity for 1 person to attend the Expo for free (accommodation is at your own expense)</li> <li>An open space booth with an area of 36m<sup>2</sup></li> <li>Inclusion of product publicity materials in the expo materials</li> <li>1 page of colored ads in the proceedings (210×285mm)</li> </ol>
4	Dinner Sponsorship	RMB 100,000	<ol style="list-style-type: none"> <li>1 standard booth</li> <li>Opportunity of playing the corporate promotion video before the dinner</li> <li>A 10-minute speech during the dinner</li> <li>1 page of ads in the proceedings (210×285mm)</li> <li>Opportunity for 2 persons to attend the Expo for free (accommodation is at your own expense)</li> </ol>

## Multiple Benefits

**0** RMB EXHIBITION VISIT  
WITHOUT THRESHOLD

Buy **58** RMB coupons to enjoy six benefits

## Benefit

1

Selected high-quality  
products worth RMB 258

## Benefit

2

One brand skincare gift  
package worth RMB 298  
(1,000 packages in total)

## Benefit

3

On-site consumption  
deduction voucher worth  
RMB 300

## Benefit

4

1 opportunity to experi-  
ence popular beauty  
projects for free in the  
venue

## Benefit

5

Watch and learn the latest  
technologies of the  
beauty industry in 2023  
for free

## Benefit

6

1 lucky draw opportunity  
on site (100% win)

## Buy a Ticket to Get One Lucky Draw Opportunity (100% Win)

## Mysterious Gift

First Prize  
Worth RMB 8,888



## Mysterious Gift

Second Prize  
Worth RMB 3,888



## Mysterious Gift

Third Prize  
Worth RMB 1,888



## Mysterious Gift

Fourth Prize  
Worth RMB 88



# CABCE

**Led and supported by:**

Department of Commerce of Guangxi Zhuang Autonomous Region

**Guided by:**

Medical Products Administration of Guangxi Zhuang Autonomous Region  
Nanning Municipal Market Supervision Administration

**Organized by:**

Guangxi Cosmetics Association  
Nanning Cosmetics Industry Association

**Co-organized by:**

China Hairdressing & Beauty Association  
Guangxi Flavor and Fragrance Industry Association

**Undertaken by:**

Cosmic Peach Exhibition Group

**Supported by:**

China-ASEAN Cross-border E-commerce Incubator  
Guangdong Beauty & Cosmetic Association  
Hunan Cosmetics Business Association

## 2023 China-ASEAN Beauty and Cosmetics Expo



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WeChat Official Account of CABCE



Booth Application



Consultation for Exhibition Visit