

China Beauty Expo, Shanghai 2018
22-24/5/2018 · Shanghai New International Exhibition Center

China Beauty Expo is one of the largest beauty fairs in the world which concentrates on the industry's three vital segment, i.e. Cosmetics, Cosmetech and Professional Beauty. In the 2018 edition, **HKTDC's Hong Kong Pavilion will be located at Hall E3**. Don't miss the chance to connect with potential buyers and enhance brand awareness.

2017 figures (source: CBE fair organiser):

Exhibitors: 3,017

Buyers: 412,500 visits (+6% vs 2017)

Exhibiting Formats in Hong Kong Pavilion

Deadline: 26 January 2018

9sqm Standard Booth[^] : HK\$23,700

- ✓ Standard booth facilities: company fascia, panels, shelves, spotlight, cabinets, table, chairs, sockets and carpet
- ✓ Free WiFi service (at HKTDC's discretion)

[^]Standard booth exhibitor can apply for the SME Export marketing Fund from Trade and Industry Department.

Showcase display* : HK\$3,000

- ✓ 0.5m (L) x 0.5m (W) x 0.5m (H)
- ✓ Free listing of company information at HKTDC fair catalogues
- ✓ Buyers' name cards collection
- ✓ One-way shipment (from HK to Shanghai)

*Display products should have the licence of import to China.

Advertisement : HK\$1,000 per page

- ✓ One-page ad. in the HK Pavilion Catalogue (artwork file to be provided by advertisers)
- ✓ FREE distribution of HK pavilion catalogue to visitors

Product categories: cosmetics, skin care products, beauty equipment, hair-related products, perfume & fragrance, nail art, SPA products, etc.

HKTDC value-added services:

- ✓ Turnkey booth design with basic facilities helps to save your pocket
- ✓ On-site publicity activities to boost up the traffic to your booth
- ✓ FREE company listing in the HK Pavilion catalogue
- ✓ Pre-show invitations to potential buyers with highlights of your products



Business mission to Shanghai (NEW)

To facilitate Hong Kong companies to tap into the mainland beauty market, especially for natural and wellness products, HKTDC is organising a business mission to visit Shanghai. The mission will cover visits to government officials, cross-border e-commerce platforms and distributors; business matching meetings as well as visiting China Beauty Expo and industrial park.

Participation fee	費用包括			
	Hotel (2nights) *	HK/ SH flight ticket*	Local transportation	Official meal
Participation fee (per pax)				
HK\$1,000-	Self-arranged	Self-arranged	✓	✓

*Hotel accommodation and flight ticket will be quoted by the recommended travel agent for reference at a later stage.

Please contact us for more information.

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Reply Slip - Attn: Jeffy Ho at jeffy_ch_ho@hktdc.org

We are interested in **Standard Booth** **Showcase Display** **Advertisement (one-page)** **Business Mission**

Company Name : _____	
Contact : _____	Email : _____
Tel : _____	Website : _____
Rights of selling in China ? <input type="checkbox"/> Yes <input type="checkbox"/> No	Product category : _____

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Name _____ Signature _____ Date _____

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