



Exhibition Statistics

2018/7/23-25

THE 21TH BEIJING INTERNATIONAL BEAUTY EXPO
CHINA NATIONAL CONVENTION CENTER·BEIJING

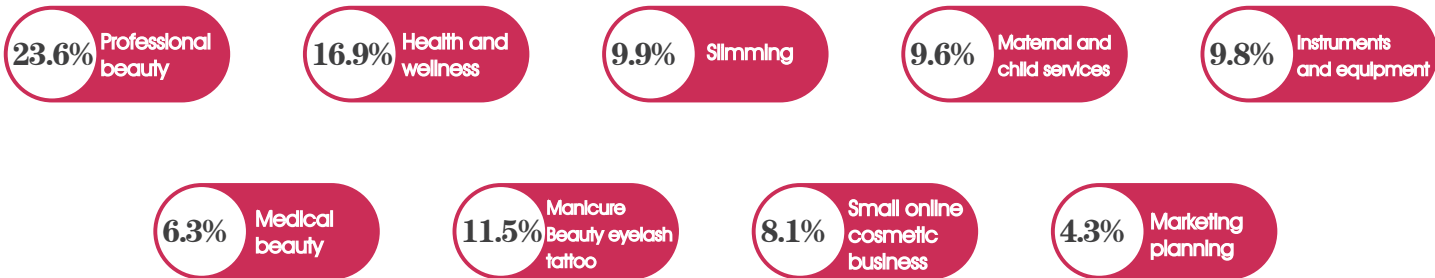


ANNUAL: 2300 BRANDS 100,000M2 EXHIBITION 130,000 PROFESSIONAL BUYERS 200,000 VISITORS

THE EXHIBITION PROFILES

The 21st Beijing International Beauty Expo concluded on a high notch in the Beijing National convention Center on July 25, 2018. Theme surrounding the trade show was 'Gaining respect for the Beauty Industry by building a reputable brand'. 632 exhibitors took part in the 70,000sqm exhibition area. Over 40,000 buyers from different municipalities, provinces, autonomous regions, special administrative regions and international participants were invited to the exhibition and project coordination.

SECTORS AND NUMBER OF EXHIBITIONS



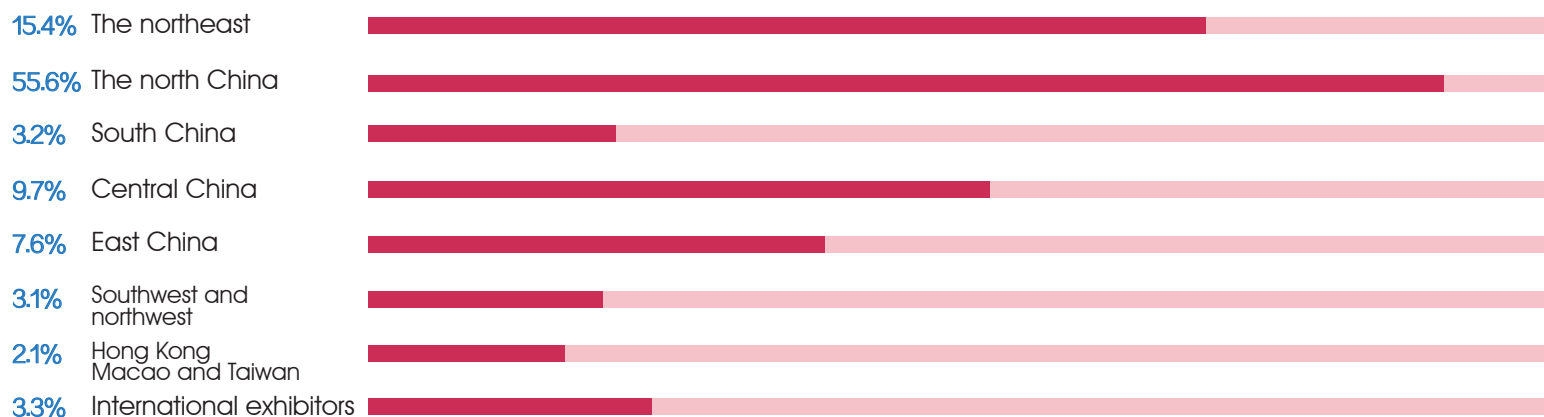
DISTRIBUTION OF EXHIBITOR

- The northeast: 16.7%
- North China: 34.2%
- South China: 9.5%
- East China: 11.3%
- Central China: 10.1%
- Southwest and northwest: 4.6%
- Hong Kong, Macao and Taiwan: 3.8%
- International exhibitors: 9.8%



DISTRIBUTION OF BUYERS

Total of 64368 visitors during the three-day exhibition



(International includes Egypt, Australia, Brazil, Germany, France, the Philippines, South Korea, Canada, Malaysia, the United States, Japan, Singapore, India)

BUYER AGE DISTRIBUTION

Under the age of 20	8.2%
20-30	41.8%
30-40	37.7%
40-50	8.5%
More than 50	3.8%

PRODUCT CATEGORIES THAT BUYERS ARE MOST INTERESTED IN

OEM/ODM	13.4%
Personal care, beauty	32.6%
Manicure/Beauty eyelash/tattoo	37.8%
Medical beauty products	26.3%
General beauty products	28.7%
Nutrition and well-being products	24.5%
Beauty equipment and tools	17.2%
Slimming slimming products	20.8%
other	9.8%

BUYER BUSINESS CATEGORY

Raw material packaging material	4.3%
Brand	9.3%
Agent	32.5%
E-commerce	8.4%
Beauty salon/health club	35.4%
Cosmetic retail	7.4%
Third-party services, such as marketing planning	2.7%

FACTORS INFLUENCING BUYER DECISIONS

Creativity	29.9%
Brand	34.9%
price	39.3%
quality	54.2%
Appearance	24.9%
Practicality	26.2%
other	0.9%

HIGHLIGHTS OF THE TRADE SHOW

REVIEW



- CHINESE BEAUTY & COSMETICS INDUSTRY PROMOTION SUMMIT
- E-COMMERCE AND BEAUTY INDUSTRY TREND FORUM IN CHINA
- CHINA BEAUTY INDUSTRY INNOVATION AND YOUTH ENTREPRENEURSHIP FORUM
- THE 6TH CHINA INTERNATIONAL SKIN MANAGEMENT COMPETITION PRESS CONFERENCE
- THE THIRD CHINA BEAUTY INDUSTRY GOLDEN BANYAN AWARDS CEREMONY



Invited regulators to explain the government's new policies on consumer protection;
Analyze the new standards for running a successful beauty salon in modern era;
Analyze market regulation and consumer protection;
Supervision on medical related services provided by beauty salon, Medical beauty institution and service organization cooperation requirements and current regulations on Tattoo services
Analyze the relationship between medical apparatus and instruments regulations and daily life beauty and medical beauty;
Creating a healthy environment for entrepreneur development and safeguard the rights and interests of entrepreneurs in accordance with the law through surveillance on law and regulation enactment.



INTEGRATION OF THE BEAUTY INDUSTRY AND POSTPARTUM REHABILITATION SEMINAR

The postpartum rehabilitation forum will focus on "integrate postpartum rehabilitation and care for female" and aim to help female to solve problems, improve life quality, and rebuild confidence during the postpartum period. We will share the most scientific, cutting-edge, effective and fashionable methods and experiences in postpartum rehabilitation with our partners.

2018CNE THE 13TH CHINA INTERNATIONAL NAIL & EYELASH SEMI-PERMANENT MAKEUP COMPETITION

The International Nail and Eyelash Makeup Competition has been successfully held for 12 sessions. With over 10,000 participants, it's building up its reputation and influence in Asia and the world. The INEMC provides a platform for the majority of practitioners to compete, communicate and learn. Nail and eyelash makeup professionals from Japan, Korea, Switzerland, Malaysia, Taiwan etc are all invited, the adoption of international competition standards will make it fair, open and transparent.



2018 BIBE NEW RETAIL & NEW POLICY CREATION OF NEW BUSINESS AND ENTREPRENEURSHIP SUMMIT FORUM

We try to contribute to the development of small business through helping more high-caliber graduates to kick-start their careers, matching talents for enterprises, creating more social values and demonstrate the elegant demeanor of small business through finding the best entrepreneurship supporting services provider and experts for them. Eventually accomplish the goal of creating new talent, new retail and new entrepreneurship opportunities!



CHINA BEAUTY INDUSTRY CONFERENCE

Based on the needs of industrial development, as an important organization to promote the standardized, orderly and healthy development of the beauty industry, the Beauty Industry Branch of National Association of Health Industry and Enterprise Management and Beauty Expert Committee has become a professional and authoritative platform of beauty industry through offering policy guidance, building communication channel, and promoting industry self-discipline and prosperity. It provides services such as resource integration, exchange and cooperation.



THE LAST MILE OF BEAUTY INDUSTRY RESOURCE MATCHING CONFERENCE IN BEIJING



We take on the industry's responsibilities and exploit the advantages of our platform to ensure the participants can get accurate and effective results. We collect and research the topics and concerns by the industry through on site visits over 6 months span, sorted out issues collected for the industry experts to analyze to prepare the most accurate answers for the "last kilometer" resource matchmaking conference. Our goal is to make sure the sharing sessions are relevant to the core concerns of distributors, guide them to the right direction of business planning and development. Our goal is to achieve the most accurate direct connection among manufacturers to maximize the resources within the industry and avoid confusion during distribution.

<NATIONAL LARGE SCALE HAIR SCULPTURE 'GREAT WALL' > ART WORK EXHIBITION OF HAIR SCULPTURE BY ORGANIZING COMMITTEE

The hair sculpture "Great Wall" is made by hair of 56 different nationalities. The purpose of the sculpture is to promote the Chinese traditions, to retain the culture roots, to condense the patriotic soul of Chinese people and try our best to contribute to the Chinese dream of the great rejuvenation of the Chinese nation on its 70th anniversary!

GOLD MEDAL LECTURER IN VIVID BEAUTY INDUSTRY

The gold medal lecturer is a special dedication of the BIBE to beauty industry. A group of outstanding lecturers have been selected to build up a powerful team using tailor-made and systemized promotion by the most respected experts in the beauty industry. It will start a new era of talent sharing and it allows beauty industry to have a highly recognized group of professionals in training, education and marketing planning.





COOPERATION MEDIA

BIBE we-media: CIBE public account, Peking Beauty public account, Search Slim public account, Nail & Eyelash Beauty public account, Professional Beauty public account, Search Slim live broadcast etc. There are over 400,000 subscribers on the CIBE public Wechat account, it promotes the latest exhibition information and delivers online exhibition services on a daily basis.

BIBE Media partners: Exhibitors will be able to pass on their information to the most accurate target audience through coverages of professional lines, general lines, supply lines and multiple fashion media reports. The on-site media center will provide arrangements for international, domestic, professional and mass media for interviews.



SEE YOU NEXT YEAR

2019/2/26-28 2019/7/29-31

I AM WAITING FOR YOU AT THE BEIJING NATIONAL CONVENTION CENTER!

Guiding organisations

Chamber of Beautyculture & Cosmetics of
All-China Federation of Industry & Commerce
National association of health industry
and enterprise management
& Beauty industry branch

Organizer

Guangzhou Jiamei Exhibition Co., Ltd.

Executive Organizers

Beijing Caramel Exhibition Co., Ltd.
Shanghai Tengmei Exhibition Co., Ltd.
International Slimness & Fitness Association
Beijing Unite Beauty & Cosmetic

Co-organizers

Guangdong Beauty & Cosmetic Association
National association of health industry
and enterprise management
& Beauty expert committee
CBC Entity & Micro business Professional Committee
Soosou.com

Ordering hotline: 4000-520-818 E-mail: beijingbeautyexpo@163.com