



CHINA'S CRADLE OF  
GLOBAL BEAUTY BUSINESS

2019/2/26-28

BEIJING

CHINA INTERNATIONAL  
BEAUTY EXPO

CHINA NATIONAL CONVENTION CENTER  
BEIJING



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



MS. MAYA  
FOUNDER OF THE  
BEAUTY EXPO EXHIBITION

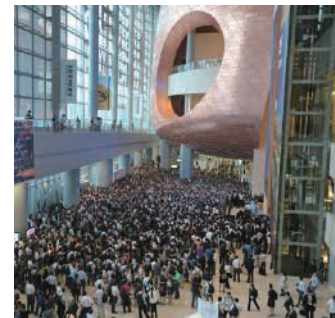
In 2017, a great megamerger launched between Guangzhou International Beauty Expo and China International Weight Reducing Conference, which has successfully held 19 sessions. With the unrivalled resource advantages and curatorial experience of both parties, we will jointly build the Beijing International Beauty Expo, which has achieved a milestone upgrade and transformation for the Greater North beauty industry. As the most influential international industry resource platform at home and abroad, China International Beauty Expo has achieved the leading role among five exhibitions which occurred in three cities Guangzhou, Shanghai and Beijing.



IN CONNECTION WITH FIVE EXHIBITIONS WHICH OCCURRED IN THREE CITIES GUANGZHOU, SHANGHAI AND BEIJING,  
WITH AUTHORITY, PROFESSIONAL, THE HIGHEST SPECIFICATION EXHIBITION.

# CHINA NATIONAL CONVENTION CENTER

- With a total construction area of 530,000 square meters
- Located in the central area of Beijing Olympic Park, close to the Bird's Nest, Water Cube and National Stadium
- Surrounded by all kinds of shopping, entertainment, catering and exhibition services, China National Convention Center, the former Olympic venue is becoming the first brand in the exhibition industry in China and even in Asia. A large scale of international influential conferences and exhibitions have been successfully held in the China National Convention Center, making this flagship venue of the Chinese conference industry show the world its multi-platform, composite and high-quality comprehensive strength and created positive benefits in both economy and society.





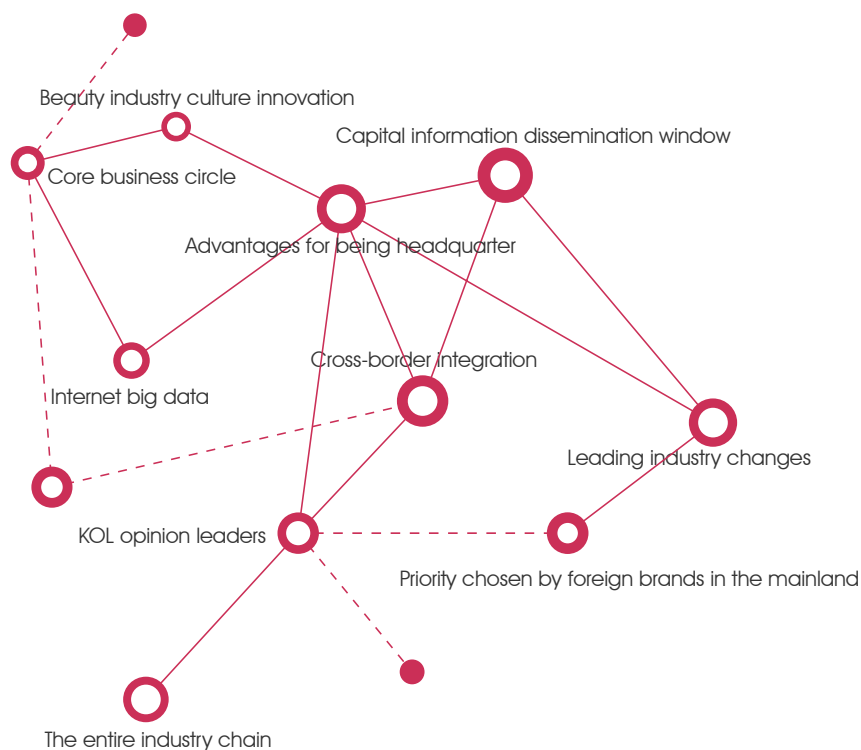
# 2019-22TH BEIJING INTERNATIONAL BEAUTY EXPO

■ 70,000M2 EXHIBITION

■ 1 500 EXHIBITORS

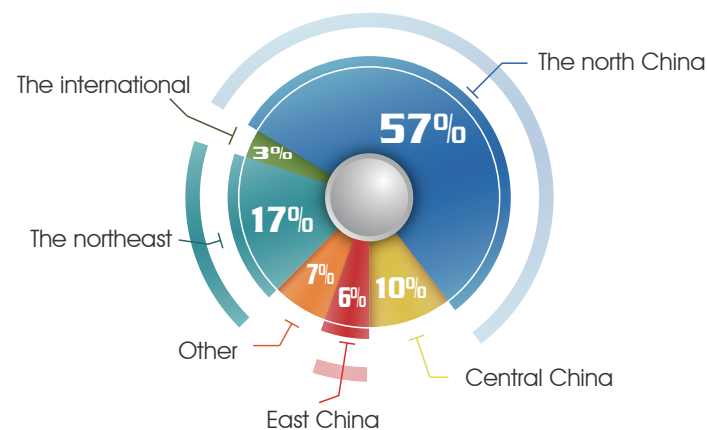
■ 80,000 PROFESSIONAL BUYERS

■ 100,000 VISITORS



## BUYER DATA ANALYSIS:

1. Numbers of visitors for the 21th Beijing International Beauty Expo: 64876
2. Numbers of buyers attending the exhibition: 40018
3. Numbers of group site visit: 25, including 900 visitors



PERCENTAGE OF ATTENDANCE IN EACH DISTRICT

# INDUSTRY SUPPLY CHAINS

## PROFESSIONAL LINE

PROFESSIONAL BEAUTY PRODUCTS, MEDICAL BEAUTY, HEALTH CARE PRODUCTS, HEALTH PRODUCTS / PROJECTS, AROMATHERAPY ESSENTIAL OILS, BODY UNDERWEAR, BODY SHAPING PRODUCTS, BEAUTY EQUIPMENT, BEAUTY SALON SUPPLIES, HAIR GROWTH PRODUCTS, PROFESSIONAL HAIR PRODUCTS, HAIRDRESSING APPLIANCES, HAIRDRESSING EQUIPMENT, OEM PROCESSING

## DAILY CARE PRODUCT LINE

DAILY SKIN CARE PRODUCTS, DAILY HAIR PRODUCTS, MAKE-UP, COSMETICS, PERSONAL CARE PRODUCTS, MEN'S CARE PRODUCTS, ORAL CARE PRODUCTS, DETERGENTS

## MOTHER-INFANT SERVICES

MOTHER-INFANT CARE PRODUCTS, POSTPARTUM RECOVER, BABY CARE, FEMALE PRIVACY, CONFINEMENT CLUB, SLIMMING, SKIN MANAGEMENT, MOTHER-INFANT PHOTOGRAPHY, MOTHER-INFANT SERVICE PLATFORM, MATERNITY HOSPITAL

## THREE BEAUTIES

NAIL PRODUCTS / EQUIPMENT, TATTOO PRODUCT / EQUIPMENT, EYELASHES PRODUCTS / EQUIPMENT, MANICURE SALON CHAIN

## ACCESSORY

SOFTWARE, APP, DESIGN, TALENT OUTPUT, INVESTMENT COMPANY, E-COMMERCE PLATFORM, INTELLECTUAL PROPERTY, TRAINING INSTITUTIONS, MEDIA PROMOTION

SUPPLIERS

BRANDS

BUYERS

SERVICES





# CHINA INTERNATIONAL DIET AND BEAUTY EXHIBITION

China International Slimming Beauty Exhibition was founded in 2000 and held in Beijing, the capital of China every spring, being the theme exhibition of China International Weight Loss Conference. It has strong professionalism, high transaction volume and large scale, which established positive reputation in the domestic and foreign slimming industry.



## THE 20TH ANNIVERSARY OF CHINA'S PROFESSIONAL WEIGHT LOSS DEVELOPMENT



China International Slimming Beauty Exhibition mainly displays projects including advanced slimming, weight loss beauty, breast augmentation, SPA and TCM health care at home and abroad, which attracted manufacturers, operators and distributors from all over the country to come for negotiation. In 2019 The 20th China International Slimming Beauty Exhibition will be grandly launched. In the same period, we will also present to partners the glorious ceremony for the 20th anniversary of the development in professional weight loss in China, you are all welcome to participate.



- REVIEW OF THE 20TH ANNIVERSARY OF CHINA'S PROFESSIONAL WEIGHT LOSS DEVELOPMENT
- CHINA INTERNATIONAL WEIGHT CONTROL FASHION COMPETITION
- GRAND CEREMONY ON CHINA'S PROFESSIONAL WEIGHT LOSS DEVELOPMENT 20TH ANNIVERSARY
- THANKS BANQUET ON CHINA'S PROFESSIONAL WEIGHT LOSS DEVELOPMENT 20TH ANNIVERSARY "ASPIRATIONS IN FLOURISHING AGE"
- HONOR LIST OF CHINA'S PROFESSIONAL WEIGHT LOSS DEVELOPMENT 20TH ANNIVERSARY
- INTERVIEW WITH INFLUENTIAL FIGURES IN THE INDUSTRY ON CHINA'S PROFESSIONAL WEIGHT LOSS DEVELOPMENT 20TH ANNIVERSARY
- TOP 100 DIRECTORY FOR CHINA PROFESSIONAL WEIGHT LOSS DEVELOPMENT 20TH ANNIVERSARY
- CIACO2019 INTERNATIONAL OBESITY ACADEMIC FORUM
- "VOICE OF SOOSOU" PERSONAGE PROFESSIONAL INTERVIEW FOR CHINA PROFESSIONAL WEIGHT LOSS DEVELOPMENT 20TH ANNIVERSARY
- NATIONAL STANDARDS IMPLEMENTATION CONFERENCE OF WEIGHT CONTROL HEALTH SERVICE REQUIREMENTS
- SINGING THE 20TH ANNIVERSARY
- COMMENDATION CONFERENCE FROM INTERNATIONAL SLIMNESS & FITNESS ASSOCIATION (ISFA) TRAINING CERTIFICATION PROMOTION CENTER

## 2019 CHINA INTERNATIONAL WEIGHT LOSS CONFERENCE 2019-20TH CHINA INTERNATIONAL SLIMMING BEAUTY EXHIBITION



## THE 2ND JUMEI MOTHER-INFANT SERVICE EXPO (CORRESPONDING PERIOD)

2018 Beijing International Beauty Fair Jumei mother-infant Expo, relying on the rich terminal resources of the Capital Economic Circle, curatorial experience and buyer resources for 49 China International Beauty Expo, serving the beauty industry, mother-infant service market and upstream enterprises, boosting release and implementation of industry standard.

After decades of development, the beauty industry has formed a mature industrial chain. At the same time, the mother-infant service industry has developed rapidly in recent years and has become one of the most promising industries in the world. In addition to the overlap of consumer groups, resources, talents, and services, the integration of the beauty industry and the mother-infant services industry is also based on the trend of cross-border integration, resource integration, and improvement of the service chain.





Postpartum rehabilitation is not only an ancient tradition but also a newborn industry in China. Chinese people always pay close attention to women's postpartum recuperated, but the traditional "confinement" has left a lot of dross, such as demanding puerpera to keep a high body temperature which ultimately leading to death, and forbidden taking shower, washing hair and brush, all these out-dated thoughts have a serious impact on the puerpera physical and psychological. Although more and more females begin to focus on postpartum rehabilitation, the current overall understanding of production and health among Chinese still differs from the concept of "correct, scientific, healthy".

The postpartum rehabilitation forum will focus on "integrate postpartum rehabilitation and care female" and aim to help female to solve issues, 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. Industry experts will be invited to attend the event, and we will work together to make the postpartum rehabilitation industry in China to the fullest with joint efforts!

## SEMINAR ON THE INTEGRATION OF THE BEAUTY INDUSTRY AND POSTPARTUM REHABILITATION

▼REHABILITATION TECHNIQUES AND SPORTS TRAINING ARE NECK WITH NECK!

▼PRACTICAL EXERCISES AND BASIC THEORY COMBINED TOGETHER TO BE DELIVERED!

▼TWO-PRONGED POLICY WITH BOTH MANUAL TECHNOLOGY AND ADVANCED EQUIPMENT!

▼FAMOUS DOCTORS FORM INTERNAL AND EXTERNAL COMPETE IN THE SAME STAGE!



# SPLENDID EVENTS REVIEW



- SUMMIT ON PROMOTION OF CHINA'S BEAUTY & COSMETICS INDUSTRY
- CHINA BEAUTY INDUSTRY INTERNET PLUS ECO-ENVIRONMENT DEVELOPMENT TREND FORUM
- 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



Invite the major ministries to explain the state's new policy on consumer goods;

Analyze the new requirements for creating beauty salon service specification in new era;

Analyze and regulate market order and protect consumer rights;

Supervise beauty salon standard medical project, requirements on the cooperation of medical beauty institution and service organization, and current policy of tattoo project;

Analyze medical device supervision and management regulations and relationship between daily life beauty and medical beauty;

Monitor on how to announce and formulate industrial regulations, create healthy environment for entrepreneurs to development, and safeguard the rights and interests of entrepreneurs in accordance with the law.



## 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 participants exceeded 10,000, which gained a good reputation in Asia and even in the world. It provides a platform for the majority of practitioners to compete, communicate and learn. International nail and eyelash makeup professionals from Japan, Korea, Switzerland, Malaysia, and Taiwan are all invited to attend, together with adopting international standards to make it fair, strict, open and transparent.



## 2018 BEAUTY ON THE WAY AND LOOKING FOR THE MOST BEAUTIFUL TATTOO ARTIST

Aimed to select a quantity of real outstanding tattoo artist through their creations, also involved consumers to learn and respect by display activities on spot and improve the status and influence of tattoo industry in both China and the world.

**TOP-RANKED PLAYERS SHOWING THEIR SKILLS**



# SHARE THE LATEST BUSINESS PATTERNS AND GAIN INSIGHT INTO INDUSTRY DEVELOPMENT TRENDS

## 2018 BIBE NEW RETAIL & NEW POLICY DOUBLE CREATION SUMMIT FORUM

We look for examples of entrepreneurial support employers and advisors in the industry to help more high-calibre graduates start their careers, to provide more talents for enterprises, to create more social values, to demonstrate elegant demeanour of micro-business, and to contribute to the development of micro-business and to accomplish new talent, new retail, new employment!



## CHINA BEAUTY INDUSTRY CONFERENCE

Based on the needs of industrial development, the Beauty Industry Branch of National Association of Health Industry and Enterprise Management and Beauty Expert Committee, as an important organization to promote the standardized, orderly and healthy development of the beauty industry, it became a professional and authoritative platform of beauty industry through offering policy guidance, building communication bridges, and promoting industry self-discipline and prosperity, providing 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 the full , to ensure the participants can gain more accurate and effective results. Through nearly half a year of on-the-spot visits, we collect and listen to the topics and needs concerned and sort out these issues to let the regarding experts to analyze, forge "last kilometer" resource matchmaking conference, to make sharing sessions more relevant to the "aspiration" of distributors, strengthen their understanding of the direction of development and programming, to achieve precise zero distance dialogue among manufacturers , so that the resources in can be effectively matching beauty industry and avoid the distributors from confusing in the future.



## DISCUSS THE BEAUTY INDUSTRY HOT TOPICS TOGETHER

### BEAUTY INDUSTRY TORNADO FORUM IN BEIJING

The beauty industry market that belongs to service industry is being redefined, and the customers of daily beauty and medical beauty are highly overlapped. For the industries driven by both consumption and industrial upgrading, the consumer market is gradually transforming to younger trend being influenced by tutors and employees. Development, the beauty industry will also come across new development opportunities. This tornado forum will elaborate on the new direction of beauty industry from the perspective of "service upgrade" and combined with the 2018 top 100 channel leaders awards ceremony, all hotshot specialists gathered to accomplish a great achievement with concerted efforts.





## POPULAR TENDENCY BEING RELEASED THE MOST INFLUENTIAL TREND FEAST



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

To carry forward the traditional Chinese culture today, the purpose of hair sculpture "Great Wall" which is made by the hair of 56 nationalities is to retain the culture roots, to condense the patriotic soul of Chinese people, to contribute to the 70th anniversary of the new China, try our best to realize the Chinese dream of the great rejuvenation of the Chinese nation!



### CITY BEAUTY NEW PROPOSAL - SALUTE TO REI KAWAKUBO SHARING SESSION

Themed at "Salute to Rei Kawakubo", one of the series events of "My City Beauty New Proposal" initiated by beauty live. The aim is to face the new city female with "independence, science, and good taste" and advocate a concept and attitude of "relieving the power of nature, culture and technology, and looking for their own beauty."

## CHINA-PAKISTAN ECONOMIC CORRIDOR BEAUTY INDUSTRY SUMMIT FORUM

When Chinese companies enter the Pakistani market, the first thing to pay attention to is not to build the ultimate market, but to use Pakistan as a channel to realize the effective connection between China and Arab and European countries.



## 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 through the tailor-made and systematic publicity by think tank experts. It opens the era of talent sharing and allows beauty industry to have a group of professionals in training, education and marketing planning.

**INSIST ON INNOVATION AND ADD UP FRESH POWER  
INTO THE BEAUTY INDUSTRY**



# PREVIOUS PROFESSIONAL EVENTS



- PEKING BEAUTY CLUB – ADMIRE BEAUTY NIGHT
- “ONE BELT, ONE ROAD” INNOVATION BEAUTY ASIA INTERNATIONAL BEAUTY FESTIVAL COMPETITION
- CHINA BEAUTY INDUSTRY BRAND FESTIVAL SUMMIT
- THE FIRST CNS CHINA SKIN MANAGEMENT ELITE COMPETITION
- MORE LOVE MORE BEAUTIFUL - THE FIRST FEMALE HAPPINESS ROUNDTABLE FORUM
- NEW SILK ROAD HEALTH INDUSTRY COOPERATION SUMMIT
- CHINA BEAUTY INDUSTRY FIRST INNOVATION AND ENTREPRENEURSHIP SUMMIT FORUM
- MEDICAL BEAUTY SUMMIT FORUM
- BEAUTY SALON LINK & CROSS-BOUND THINKING MARKETING SHARING CONFERENCE





## COOPERATION MEDIA

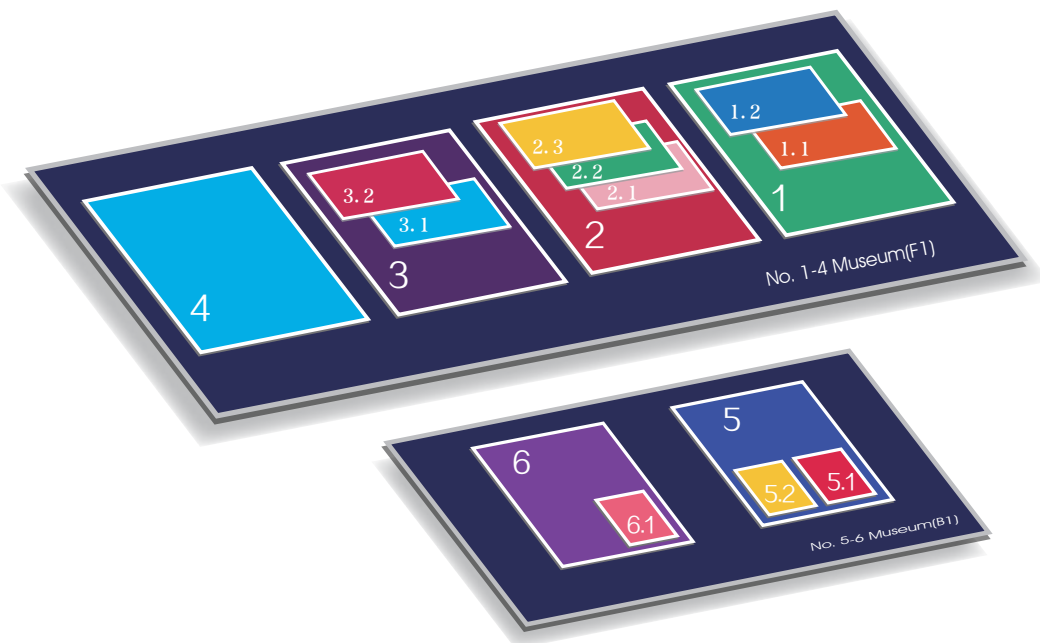
**BIBE we- media:** CIBE public account, Peking Beauty public account, Search Slim public account, Nail & Eyelash Beauty public account, Professional Beauty public account, Search Slim live broadcast. Among them, the number of fans of CIBE public account is over 400,000, and the latest exhibition information and online exhibition services are delivered daily.

**BIBE Cooperate Media:** through coverage and influence of professional lines, daily lines, supply lines and mass fashion media, the information of the fair and exhibitors will be transmitted to audience. The on-site media center will arrange international and domestic, professional and mass media for interviews.

# FLOOR PLAN OF BEIJING INTERNATIONAL BEAUTY EXPO 2019

2019/2/26-28

CHINA NATIONAL CONVENTION CENTER · BEIJING



- 1.1 Professional beauty area
- 1.2 Health and wellness area
- 2.1 Boutique medical and beauty area
- 2.2 Instrument and equipment area
- 2.3 Health and wellness area
- 3.1 Instrument and equipment area
- 3.2 Slimming area
- Slimming area
- 5.1 Micro-business daily care area
- 5.2 Mother-infant service area
- Three-beauty area (nail, eyelash and tattoo)



SPECIAL  
DISPLAY





## EXPO INFO

### MOVE-IN

24TH FEBRUARY 2019 - EXHIBITOR ENTRY

25TH FEBRUARY 2019 - REGISTRATION & EXHIBITOR ENTRY

### OPENING DAY

26TH FEBRUARY 2019 - OPENING DAYS

27TH FEBRUARY 2019 - OPENING DAYS

28TH FEBRUARY 2019 - OPENING DAYS

#### 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](mailto:beijingbeautyexpo@163.com)



22TH CHINA (BEIJING) INTERNATIONAL BEAUTY EXPO

2019/2/26-28

CHINA NATIONAL CONVENTION CENTER · BEIJING

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51TH CHINA (GUANGZHOU) INTERNATIONAL BEAUTY EXPO

2019/3/10-12

CHINA IMPORT & EXPORT FAIR COMPLEX · GUANGZHOU

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52TH CHINA (SHANGHAI) INTERNATIONAL BEAUTY EXPO

2019/5/06-08

NATIONAL EXHIBITION AND CONVENTION CENTER · HONGQIAO SHANGHAI

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23TH CHINA (BEIJING) INTERNATIONAL BEAUTY EXPO

2019/7/29-31

CHINA NATIONAL CONVENTION CENTER · BEIJING

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53TH CHINA (GUANGZHOU) INTERNATIONAL BEAUTY EXPO

2019/9/05-07

CHINA IMPORT & EXPORT FAIR COMPLEX · GUANGZHOU