



# BEIJING

2026 JingMeiHui  
The 33th  
Beijing International Beauty Expo

**2026/3/24-26**

BEIJING INTERNATIONAL CONVENTION CENTER  
北京国际会议中心



广州·上海·北京·深圳·印尼·越南  
民族美业摇篮 全球展览平台  
CHINA'S CRADLE OF  
GLOBAL BEAUTY BUSINESS

## Special preparations for the forum

- 01 The 2nd New Beauty Industry Ecosystem Practical Co-creation Forum
- 02 2026 Nail, Eyelash and Tattoo Technology Innovation and Trend Forum
- 03 The 2nd Forum on Traditional Chinese Medicine Health and Beauty 2026
- 04 The 2026AI+ Beauty Industry Traffic Marketing Practical Summit
- 05 The 6th Anti-Aging Innovation and Finance Development Forum
- 06 2026 Forum on Clinical Norms and Precision Techniques Innovation for Injection Aesthetics
- 07 The 2nd Women's Private Health Service Management Forum
- 08 The 5th Forum on the Integrated Development of Industry, Health Care and Beauty
- 09 2026 China International Weight Loss Conference

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- 10 The 6th Aromatic Health Industry Integration Conference
- 11 The 6th Acne Skin Industry Development Forum
- 12 2026 Healing Empowerment Forum for the Beauty Industry
- 13 Soshou Business School Leading Empowerment Summit
- 14 The promotion meeting of the industry standard for dual norms of service quality and integrity Management in the beauty industry

... More activities are being updated

## **Exhibition Area Planning**

### **Exhibition categories**

#### **Professional beauty care**

Professional skin care products, health preservation and care, beauty equipment, beauty salon supplies, skin management, AI intelligent health, traditional Chinese medicine, and industrial chain service institutions;

#### **Medical aesthetics for anti-aging**

Acne skin care brand owners, chain franchise institutions, acne skin care skills training institutions, acne skin care supply chain enterprises, technology research and development;

#### **Acne-prone skin care**

Anti-aging skin care products, anti-aging instruments and equipment, injectable anti-aging products, anti-aging oral products, research and development institutions, supporting products and services;

#### **Service facilities**

#### **Slimming and weight loss**

Weight loss and body shaping, weight management, body shape management, beauty underwear, health management, technical franchise weight loss food, postpartum recovery; Enzyme products and raw materials, enzyme series health food products, enzyme daily chemical products;

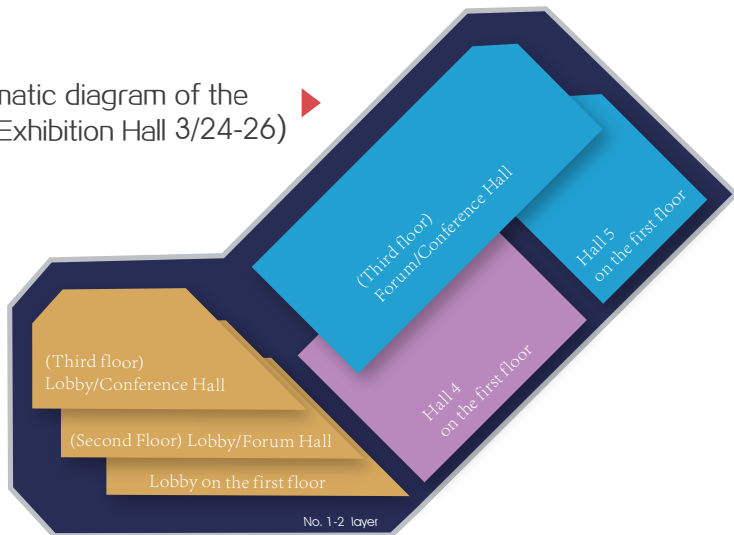
#### **Aromatic health**

Aromatic raw material planting bases, essential oil hydrosol production and processing manufacturers, aromatic products, aromatic service institutions, healing SPA and training marketing institutions;

#### **Health Preservation and great health**

Reproductive health products/equipment, reproductive health services, private beauty care, assisted reproductive technology and equipment, maternal care products and services, assisted reproductive medical institutions and services, scientific research and education and their supporting products and services;

( Schematic diagram of the  
Spring Exhibition Hall 3/24-26)



- Exhibition Time: 2026/3/24-26
- Exhibition Venue: Beijing international Convention Center
- Event scale: 15,000  $m^2$

THE BEAUTY EXPO IS SUPER BEAUTIFUL

POOLING OF GLOBAL BUYER RESOURCES

EXPLOSIVE TRENDS WINDOW

OMNI-CHANNEL BUSINESS MATRIX STRONG EMPOWERMEN

FORUM TRENDS RELEASE LEADING EDGE

IMMERSIVE SOURCING SHOWS

PROJECT/SUPPLY CHAIN ARENA







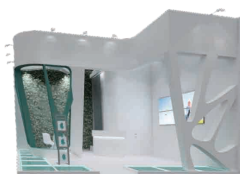
## BOOTH QUOTATION



9 square meters  
Standard booth (Example )



18 square meters  
Standard booth (Example )



Special Booth (Example )  
( Construction fees are not included )

Booth fee		
Standard 9㎡ booth	32 square meters "Bare land"	Surcharge
Discounted price 12,600 RMB	Discounted price 141040 RMB	1、 There is no additional conference fee 2、 A standard booth includes a construction fee of 1,800 yuan for every 9 square meters. For areas less than or exceeding 9㎡, additional charges will be imposed proportionally.

### Note:

1. Standard booth facilities: Provide partition boards, fascia boards, carpets, two spotlights, a 220V power socket, and one table and two chairs.
2. Bare space booths: Enterprises applying for bare space booths need to arrange the construction and design by themselves. The booth fee only includes the venue fee. It is also necessary to apply for an electrical box separately, pay the venue management fee and the construction deposit.
3. Exhibitors of specially decorated booths need to submit the construction design drawings and related materials for approval one month before the exhibition setup.

## BUYER INVITATION

Beijing International Beauty Expo has a large number of customer resources. Starting from 5 months before each exhibition, there are live broadcasts and other activities across the country, such as local push, salon, online (TikTok/video account/Xiaohongshu).

Invite relevant agents in the big health industry, cross-border e-commerce, beauty chains and heads of well-known enterprises, purchasing managers and industry experts to visit and negotiate.



## BUYER DATABASE PRECISE INVITATION

- 50w+ database call center telephone invitation
- Regular text messages remind buyers to show up
- 5w+ precision customer service team oriented services
- 50+ Community management Maintain niche customer groups

## INTERNET ADVERTISING

- Industry website advertising to enhance the visibility of the exhibition
- Social advertising targets specific groups of people
- Fashion website advertising to improve the coverage

## OUTDOOR ADVERTISING HEAD

- Multi-channel offline advertising display

## ONLINE AND OFFLINE ACTIVITIES TARGET TO INVITE BUYERS

[illegible]

BEIJING INTERNATIONAL BEAUTY EXPO CO-OPERATIVE MEDIA

With the coverage and influence of professional lines, daily chemical lines, supply lines and popular fashion media, the information of the American Expo and exhibitors is transmitted to the audience. The exhibition site media centre sets up international and domestic, professional and mass media to invite interviews.

[illegible]

The self-media publicity matrix of Beijing International Beauty Expo is for the publicity of exhibitors.



Official  
public account

Official  
video numberOfficial  
little red book

Official Tiktok



Official applet

Official  
microblog

Official express



Official  
toutiao account

**OFFICIAL WEBSITE:** [www.beijingbeautyexpo.com](http://www.beijingbeautyexpo.com)

# CIBE Exhibition tour planning

## 印尼 INDONESIA

2025/11/20-22

JAKARTA INTERNATIONAL EXPO

雅加达国际展览中心

## 越南 VIETNAM

2025/12/26-28

SAIGON EXHIBITION & CONVENTION CENTER

越南胡志明市西贡国际会议展览中心

## 深圳 SHENZHEN

2025/12/27-28

SHENZHEN CONVENTION & EXHIBITION CENTER

深圳会展中心(福田展馆)

## 广州 GUANGZHOU

2025/3/10-12

2025/9/04-06

CHINA IMPORT & EXPORT FAIR COMPLEX

广州·中国进出口商品交易会展馆

## 北京 BEIJING

2026/3/24-26

BEIJING INTERNATIONAL CONVENTION CENTER

北京国际会议中心

## 上海 SHANGHAI

2026/6/24-26

NATIONAL EXHIBITION AND CONVENTION CENTER

上海虹桥·国家会展中心



National unified service telephone number  
010-88571651

BEIJING JIAMEI EXHIBITION CO., LTD