China Beauty Expo 2016 Starts Up International Activities

Jan 2016, Shanghai - The 20th edition of China Beauty Expo (“CBE”) will take place on 18-20 May 2016 at the Shanghai New International Expo Center. Partnering beauty professionals from China and the rest of the world, including CBE sister events – Informa Beauty Cluster, international activities at China Beauty Expo offer networking possibilities and create opportunities to converge beauty from the east and the west.

Chinese retail delegates traveled to Paris

Key members of the China Beauty Expo Business Alliance (the most influential distributors and retailers of China’s beauty industry) started their Parisian tour on 14 Dec 2015.

The main purpose of the trip was to meet CBE vital partners in France, facilitate learning and share ideas and experiences on retail challenges and opportunities in China.

Elie Papiernik and Thibault Ponroy, Managing Partners, Centdegrés Paris, welcomed the delegates with an engaging presentation on consumer experience, as well as online and offline retail cases of international market.

Delegates then paid a visit to Firmenich, for a fragrance creation workshop program, accompanied by Cinquième Sens. After listening to a talk on olfactory science, delegates participated in the creation of their own fragrances.

The tour concluded on a high note with a visit of stores in order to experience the world’s most advanced retail style. Major department, retail and concept stores in the city were included in the itinerary. From the world’s first department store, Le Bon Marché, to the world-renowned Galeries Lafayette; luxury boutiques located in the first arrondissement to the Marais district; the delegates were immersed in tends and fashion.

Chinese Retail Delegates (members of CBE Business Alliance)

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Beyond Beauty Trends @ CBE 2016

Building on the success of the last edition, China Beauty Expo will welcome once again top-notch industry experts to lead the second edition of the Beyond Beauty Trends conference program. Centdegrés from Franc and Firmenich from Switzerland will support again the program with their latest industry knowledge, as well as Velvet (France), Martine Leherpeur & Xiaoqiao (France/China), Information & Inspiration (France), BeautyStreams (USA), Cinquième Sens (France), Aesthete (France). Conference topics will include trends of the latest design, color, packaging materials and Asian beauty, etc.

- End –
About Informa and Shanghai Baiwen Exhibition

Informa exhibitions
Informa plc is one of the world’s leading business intelligence, knowledge, and events businesses, with more than 8,000 employees in over 150 offices across 150 cities. With the creation of the INFORMA BEAUTY cluster, Informa has reinforced its strong presence and leading position in the global Beauty events market, creating a powerful network of Beauty events globally. The Informa Beauty portfolio includes China Beauty Expo, Alternative Fragrance & Beauty, Spameeting and Cosmeeting Business Meetings and Beyond Beauty Asean.

Shanghai Baiwen Exhibition is one of the most successful and professional exhibition organizers in China. Founded in 1997, the company has developed into a leading exhibition enterprise with international standards in China.

The China Beauty Expo Cosmetics Business Alliance is a strong national visitor organization launched by the organizing committee of China Beauty Expo. It was organized by cosmetics retail and distribution enterprises in 29 provinces of China.

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