2nd edition of Beyond Beauty ASEAN-Bangkok cements its position as the largest and most comprehensive beauty trade show in ASEAN
24-26 September 2015, IMPACT Exhibition & Convention Center, Bangkok, Thailand

Bangkok, Thailand, 24 September 2015 - The Federation of Thai Industries, together with Informa Exhibitions and IMPACT Exhibition Management joined forces to present the second edition of Beyond Beauty ASEAN-Bangkok 2015 (BBAB) – the largest and most comprehensive beauty trade show in ASEAN, from 24 – 26 September at the IMPACT Exhibition & Convention Center, Muang Thong Thani.

A one-stop platform to introduce the beauty and cosmetics products and innovations to support the rising demands in the ASEAN region, BBAB welcomed more than 350 leading exhibiting companies and brands from across the world, showcased over 8,500 square meters exhibiting space. Featuring 11 national pavilions, including China, Germany, Indonesia, Italy, Japan, Malaysia, New Zealand, Singapore, South Korea, Spain and Taiwan, BBAB also features a series of international conferences and activities to provide the beauty industry a reliable platform, in which to share industry updates, trends and innovations and guiding the Thai beauty industry in managing healthy and sustainable growth.

Bangkok is considered a prime growing hub for Beauty, Spa and Well-being within Southeast Asia (ASEAN). The ASEAN region is one of the world’s most dynamic, representing a population of over 600 million and a market size of over USD $14 billion.

Mr Supant Mongkolsuthree, Chairperson, Federation of Thai Industries, said “Beyond Beauty ASEAN-Bangkok 2015 is a great opportunity to promote Thailand as a hub for ASEAN Health and Beauty markets and elevate the advancement of Thai Health and Beauty knowledge to the next level; and to fulfill the needs of the world market which recently has a market value of more than 15 billion USD or 7 percent of the world’s cosmetic market. Thailand is unquestionably the largest manufacturing base in ASEAN and ranked 17th worldwide in exporting and manufacturing cosmetics products. This event is truly the all-in-one health and beauty trade exhibition. It is indeed an honor to be a part of this one-of-a-kind, trade show that takes place in our home country, Bangkok, Thailand. I am confident that Beyond Beauty ASEAN-Bangkok 2015 will bring value to both exhibitors and visitors, as well as to the government and private sectors. This trade show will provide many business opportunities to bridge companies and industry players to find efficient solutions and advance their beauty businesses.”

For more information, please visit www.beyondbeautyasean.com.

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About Federation Of Thai Industries: Show Organiser

The Centre for Leveraging Thailand’s Industrial Development in the Global Arena. F.T.I. is the private sector administrative juristic person to serve as the core organization and also as the centre for all Thai industries in the kingdom. It is a non-profit organization with the main duties of promoting and supporting the industry focusing on both developing sustainable growth for all industrial operations in the country. F.T.I. is the core centre in the following four areas: Centre of industrial co-operation among and with private sector and government sector in Thailand and abroad, Service centre for all industrial developments, activities centre for all industrial operators & Problem-solving centre for all industrial enterprises in the kingdom, both member and non-members regardless of sizes and types. Under F.T.I. Act, 1987 it is empowered to perform the duty of representing private sector in the industrial sector of Thailand.

About Informa and IMPACT: Show Managers

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. Informa is structured around four Operating Divisions: Academic Publishing, Business Intelligence, Knowledge & Networking and Global Exhibitions to which Informa Beauty is affiliated.

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, Cosmeeting and Creative Beauty Paris, Spameeting and Cosmeeting Business Meetings and Beyond Beauty Asean. Informa Beauty’s events span the full spectrum of the Beauty sector, including Packaging, Contract Manufacturing, Ingredients, Full Service, Nutricosmetics, Fragrances (both ingredients and finished products), Wellness & Spa, Hairstyling and Healthcare, catering to the mass market and the luxury sector.

IMPACT Exhibition Management Co., Ltd. is the leading exhibition organizer in Thailand. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and trainings, working in hand with international trade associations, organizers and corporations across a board spectrum of industries. We create effective market platforms and offer a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries. For more information, please visit www.impact.co.th.

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