

COSME Tech 2018

8th INT'L COSMETICS DEVELOPMENT EXPO

Dates: **January 24** [Wed]-**26** [Fri], 2018

Venue: Makuhari Messe, Japan

Organised by: Reed Exhibitions Japan Ltd.

Concurrent Show: **COSME TOKYO 2018**
6th INT'L COSMETICS TRADE FAIR

Packaging

Private Label

Ingredients

Scenes from the previous show in 2017

Organised by

 Reed Exhibitions®

www.cosme-i.jp/en/

Play the Show Video ▶





Scenes from the previous show in 2017

COSME Tech 2017 Achieved a Huge Success



Asia's Leading "Cosmetics Development" Exhibition

COSME Tech 2018 is a B to B exhibition gathers all the key products/services for cosmetics development such as ingredients, contract manufacturing/private label, containers/packaging, tools/accessories and more. COSME Tech 2018 offers the best business opportunities to meet cosmetics manufacturers in Japan and Asia. Exhibit and expand your business in the attractive market!

Exhibitors

Manufacturers/Trading Companies which deal with

- Containers/Packaging
- Private Label/OEM
- Ingredients
- Tools & Accessories
- Lab Device, Testing

etc.

Business Meetings at COSME Tech 2018

- ◆ Purchase/Order
- ◆ Technical Consultation
- ◆ OEM/ODM Order

etc.

Visitors

- Cosmetics Manufacturers
 - R&D
 - Product Planning
 - Innovation
 - Marketing
 - Purchase
 - Packaging
 - etc.
- Retailers with Private Label Cosmetics
- Newcomers from Other Industries

etc.

Largest Ever! 800* Exhibitors from 40* Countries

*expected, including COSME TOKYO **including COSME TOKYO

Number of Exhibitors

in 2017

647 Exhibitors**

in 2018

800 Exhibitors*

Number of Visitors

in 2017

24,812 Visitors**

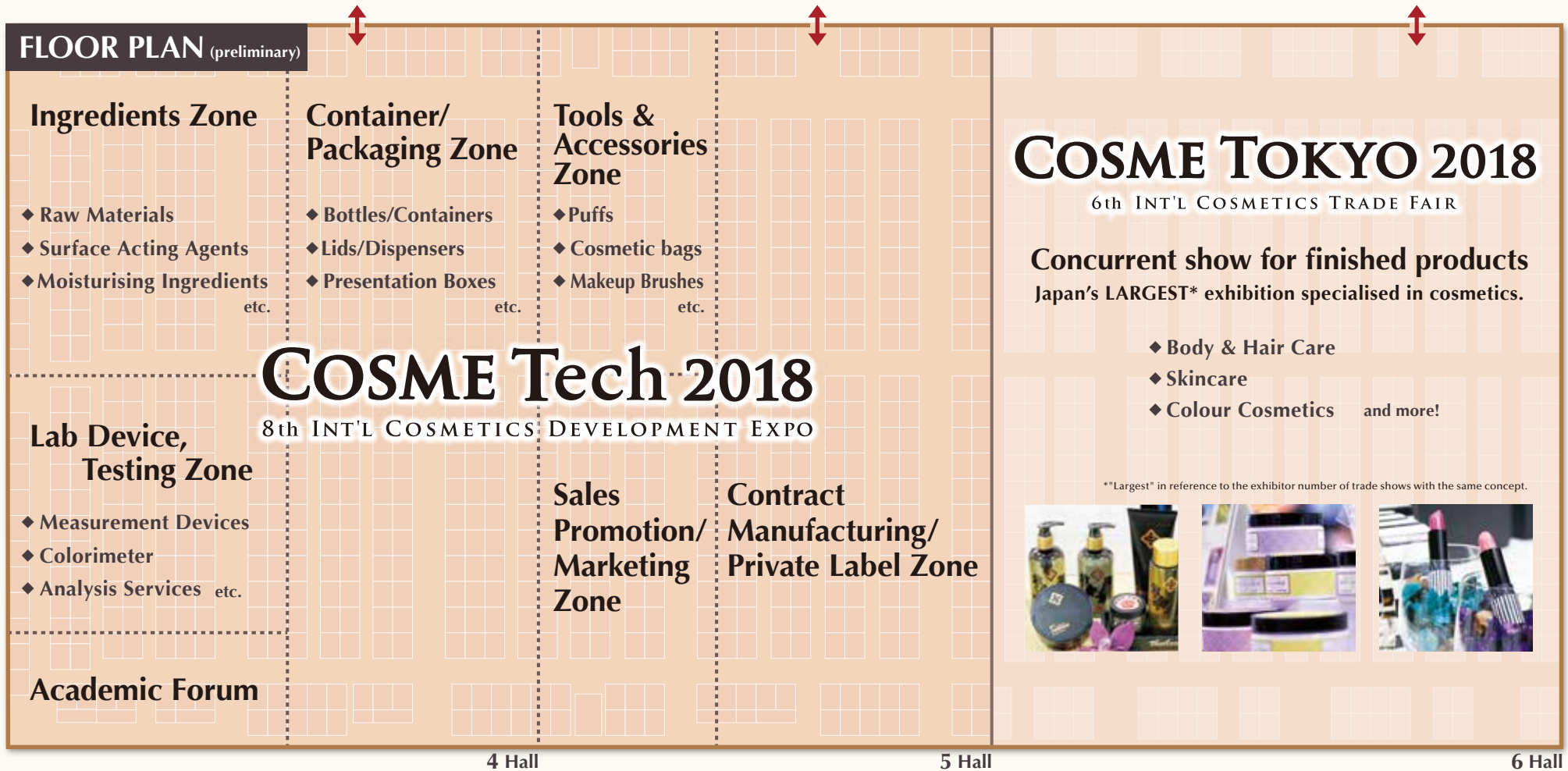
in 2018

30,000 Visitors*

Please refer to the following URL for details on the counting method. ▶▶ www.cosme-i.jp/en/doc/TAC/

Specialised Zones Enhance Your Business

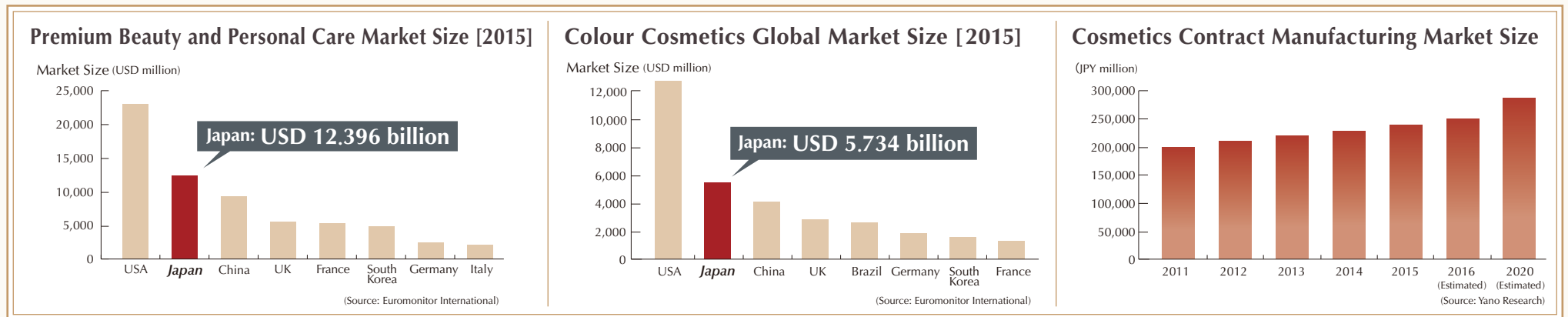
In addition to 3 main features "Containers/Packaging", "Contract Manufacturing/Private Label" and "Ingredients", COSME Tech 2018 gathers all kinds of products/services for cosmetics development and product planning. Choose the right zone for your products/services.



Expand Business into Japan & Asia

Japan is the World's **Second Largest** Cosmetics Market

Japan is the world's 2nd largest cosmetics market with high stability. More and more cosmetics companies are eager to find new partners to bring innovation or increase business efficiency. Also demands for Contract Manufacturing is greatly increasing.



Chosen by More International Exhibitors

COSME Tech is becoming more international every year, chosen by more international companies as the best way to tap into the Japanese/Asian market.

Comments from Exhibitors in 2017 (excerpts)

MIRACLE HEALTH CARE CO., LTD. (Thailand)

We had around 70 meetings during the show with companies who were looking for the OEM. Those companies were from Japan, Middle East, Korea, South Africa, and so on. We already reserved the booth for the next year.

PACIFIC BIODIESEL TECHNOLOGIES LLC (USA)

The show was very successful for us because it was cosmetic focused and it really allowed us to get in front of manufacturers of cosmetics and speak the technical aspects. That's who we wanted to connect with to grow our business.

▶▶ More comments on video interview: www.cosme-i.jp/en/To-Exhibit/Testimonies/

List of Exhibiting Countries/Regions at COSME Tech & COSME TOKYO 2017

(in alphabetical order)

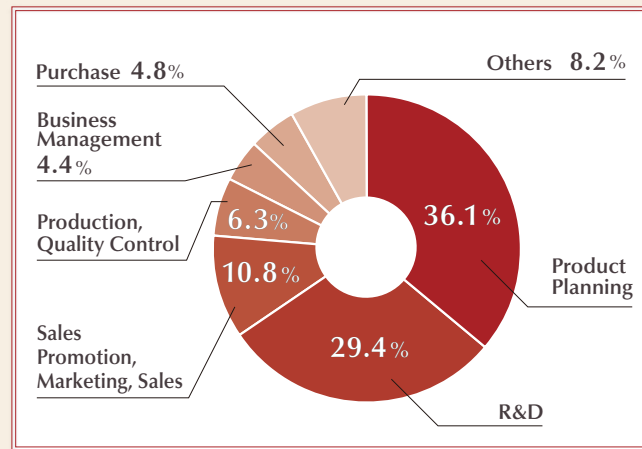
- Australia
- Greece
- Malaysia
- Sri Lanka
- Austria
- Hong Kong
- Mongolia
- Switzerland
- Brazil
- India
- New Zealand
- Taiwan
- Bulgaria
- Indonesia
- Romania
- Thailand
- Canada
- Ireland
- Russia
- Turkey
- China
- Israel
- Singapore
- UAE
- Czech Republic
- Italy
- South Africa
- UK
- Finland
- Japan
- South Korea
- USA
- France
- Jordan
- Spain
- Germany

High-quality Visitors from Japan & Asia

COSME Tech is the best place to acquire new customers. It is firmly established as an essential business platform for cosmetics manufacturers, and gathers a large number of quality visitors.

1. Cosmetics Manufacturers in Japan

Professionals visited COSME Tech 2017 came from various departments as you can see in the graph. 60% of the visitors were decision-makers whose positions were above manager.



The figures above are calculated from visitor questionnaires in 2017.

2. Newcomers from Other Industries

COSME Tech is appreciated as the best way to meet various manufacturers launching cosmetics business, who really have existing suppliers and partners.

Excerpts from Visitors List 2017 (in alphabetical order)

- | | |
|-----------------------------|-------------------------|
| ■ AJINOMOTO | ■ PIGEON |
| ■ ASAHI FOOD & HEALTHCARE | ■ SUNTORY WELLNESS |
| ■ BANDAI | ■ TAKARA TOMY |
| ■ DAIICHI SANKYO HEALTHCARE | ■ TAKEDA PHARMACEUTICAL |
| ■ KOBAYASHI PHARMACEUTICAL | ■ YAKULT |
| ■ MEIJI | ■ YAMADA BEE FARM |
| ■ MORINAGA | ■ ZEBRA |

3. Retailers with Private Label Cosmetics

Co-held COSME TOKYO attracts retailers, salons, etc. with private label cosmetics and they also visit COSME Tech to look for solutions for their cosmetics.

Excerpts from Visitors List 2017 (in alphabetical order)

- | | | |
|----------------|---|-------------------|
| ■ AEON TOPVALU | ■ JAPANESE CONSUMERS' COOPERATIVE UNION | ■ SENSHUKAI |
| ■ BIC CAMERA | ■ JIMOS | ■ TAKARA BELMONT |
| ■ CAINZ | ■ NISSEN | ■ TBC GROUP |
| ■ COMBI | ■ SANRIO | ■ WAKASA SEIKATSU |
| ■ JALUX | | ■ WORLD |

4. International Visitors

International visitors especially from other Asian countries such as China, Korea, Taiwan, Thailand, Hong Kong, and Singapore have been increasing every year.

Excerpts from Visitors List 2017 (in alphabetical order)

- | | |
|--------------------------------------|--------------------------------------|
| ■ AEKYUNG (Korea) | ■ PHARMACEUTICALS (China) |
| ■ AMORE PACIFIC (Korea) | ■ PROCTER & GAMBLE ASIA (Singapore) |
| ■ AMWAY GLOBAL (Korea) | ■ SHANGHAI INOHERB COSMETICS (China) |
| ■ CHANEL (France) | ■ SHISEIDO AMERICA (USA) |
| ■ LG HOUSEHOLD & HEALTH CARE (Korea) | ■ THEFACESHOP (Korea) |
| ■ MENTHOLATUM (China) | |

Comment from an Exhibitor in 2017 (excerpt)

AMA LABORATORIES INC. (USA)

We've had quite a few visitors from Korea, Philippines which have been pretty prominent as well. Pretty good mix from the around Asia.

Extensive Services Maximise Your Results

Promoting Opportunities to Achieve Visitors

◆ E-mails Featuring Overseas Products **FREE**

E-mail promotion is conducted to over 150,000* Japanese buyers and importers. *expected



◆ Online Exhibitor & Product Search **FREE**

Online show catalogue with appointment function, which enables visitors to search exhibitors and request appointments.



◆ Media Exposure **FREE**



Nichiyohin-keshohin Shimbun (Japan)



Syukan Syogyo Publishing (Japan)



Happi China (China)

◆ Exhibitor's PR Seminar

Giving a presentation on your products and technologies inside the exhibition halls attracts a large number of visitors at once.



A Scene from the previous seminar in 2017

Support Services

◆ Seminar to Enhance Onsite Business **FREE**

A special seminar for international exhibitors on "How to maximise onsite business results", which explains Japanese business customs, useful Japanese phrases, etc.



A Scene from the previous seminar in 2017

◆ Other Support Services

- ◆ VIP Guest Invitation System **FREE**
- ◆ Bilingual Business Signboards Order/Download Service **FREE**
- ◆ Interpreter/Translator Agent Introduction Service
- ◆ Special Discount for Hotels etc.

COSME Tech with Attractive Conferences

COSME Tech is Asia's leading exhibition combined with the attractive conference programs conducted by industry leaders. They will give presentations on the latest technology and strategy. In 2017, 109 sessions attracted 3,383 professionals.

Excerpts of Conference Speakers in 2017

- ◆ Masumi Natususaka, President
Kanebo Cosmetics Inc.
- ◆ Hiroshi Tani, Director of Bio-Business Promotion Office, Bio-Industry Div.,
Ministry of Economy, Trade and Industry
- ◆ Nobuhiro Ando, Managing Director
K.K.Chanel Research and Technology Development Laboratory
- ◆ Tanemasa Nagano, Collaborate Marketing Group Trade Marketing Section
SHISEIDO JAPAN Co., Ltd.

(Honorifics omitted)



A Scene from the previous conference in 2017

Join us at COSME Tech 2018

Exhibit at COSME Tech 2018, the BEST platform to tap into the attractive market, Japan & Asia!

Exhibiting inquiry : www.cosme-i.jp/en/ex/

Show Video: www.cosme-i.jp/en/pv/

Exhibitors' Comments: www.cosme-i.jp/en/To-Exhibit/Testimonies/

COSME Tech Show Management

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