

# COSME Tech 2018

8th INT'L COSMETICS DEVELOPMENT EXPO

Ingredients

Private Label / OEM

Packaging

## POST SHOW REPORT

Venue Makuhari Messe, Japan

Organiser Reed Exhibitions Japan Ltd.

## Another Great Success in 2018!



Japan's LARGEST cosmetics exhibition, "COSME Tech 2018 – 8th Int'l Cosmetics Development Expo" was held on 24th – 26th, January, 2018 at Makuhari Messe, Japan. The show was a huge success for both exhibitors and visitors, and we highly expect another huge success in 2019.

With 709 exhibitors from 30 countries/regions and 22,114 visitors, COSME Tech has redefined its value as the Asian hub of the cosmetics industry.

# EXHIBITING COUNTRIES



# EXHIBITION OUTLINE

Exhibition Title	<b>COSME Tech 2018 – 8th Int'l Cosmetics Development Expo</b>
Dates	24th [Wed] – 26th [Fri] January 2018
Venue	Makuhari Messe, Japan
Organised by	Reed Exhibitions Japan Ltd.
Concurrent Show	<b>COSME TOKYO 2018 - 6th Int'l Cosmetics Trade Fair</b> <b>INNER BEAUTY TOKYO 2018 – 1st Beauty &amp; Health Foods Expo</b> <b>1st Health &amp; Beauty Goods Expo Tokyo [January]</b>
Co-held Event	<a href="#">Conference</a>
Exhibit Zones	-Ingredients Zone (includes a special exhibit area: World Ingredients Pavilion) -Contract Manufacturing / Private Label Zone -Container / Packaging Zone -Lab Device, Testing Zone -Sales Promotion / Marketing Zone -Tools & Accessories Zone
Visitors	Those in charge of R&D, Product Planning, Marketing, etc. from various kinds of cosmetics companies.

# KEY FIGURES

- **709** Exhibitors
- **30** Exhibiting Countries
- **254** International Exhibitors
- **22,114** Visitors
- **2,937** Attendance at **112** Conference Sessions



Numbers also includes co-held shows.

# HIGHLIGHTS

COSME Tech is Asia's leading exhibition for cosmetics development, and it gets global attention as a must-attend international show. COSME Tech 2018 had 709 exhibitors with its concurrent shows, and 254 international exhibitors which account up to over 32% of all exhibitors attracted 22,114 visitors. At the new show venue, Makuhari Messe, COSEM Tech and COSME TOKYO were paired up in the same hall at 2018 show which resulted being synergetic to each other despite two shows were held in separated exhibition halls at the last edition. It expressed toward visitors that this show is where all aspects from making cosmetics to selling cosmetics gather.

As COSME Tech is known for a place where industry trends begin, the 2018 show gathered great number of leading Japanese companies in each zone and 112 attractive seminars were held. At Ingredients Zone, not only organic ingredients which are gathering more attention in recent years but also Bio/Medical technology used ingredients were showcased. KOKEN CO., LTD., NISSAN CHEMICAL INDUSTRIES, LTD., etc. attracted visitors introducing their cutting-edge exhibits. Also, a new exhibiting area called International Ingredients Pavilion where ingredients from outside of Japan were showcased was continuously busy during the show period. At Contract Manufacturing/Private Label Zone, companies from other industry who are newly launching their brands visited the zone as well as cosmetics manufacturers. NIHON KOLMAR CO., LTD., PICASO COSMETIC LABORATORY LTD., etc. sees its potential in clients they met at the show. GLASEL CO., LTD., JUTEC CO., LTD., etc. at Container/Packaging Zone are now one of the features of COSME Tech. More and more visitors are coming to COSME Tech to find high quality Japanese cosmetics packaging.



## Important Venue to Expand Business to Asia

The number of international visitors is, as estimated, grew and reached the highest in COSME Tech's history. Those international visitors flew especially from Asian countries such as Korea, China, Taiwan, Philippines, Vietnam, Singapore, Thailand, Cambodia, and more looking for Japanese high quality. They enjoyed comparing a wide variety of exhibit products/services that cannot be seen in other shows. The show venues were filled up with business talks in various languages and exhibitors (especially Japanese exhibitors) were very impressed and excited about their new business opportunities to go global.

## Expand New Culture into Japan

To reflect diversified consumer needs, Japanese manufacturers are now trying to take global trends into Japan. For instance, Italian private label cosmetics manufacturers, B.KOLORMAKEUP & SKINCARE and RED of VIEW, their booths were mostly occupied welcoming Japanese manufacturers who look for colour cosmetics that are not be seen in Japanese market yet.



## Attractive Seminar Sessions

At the seminar sessions, world's famous cosmetics manufacturers such as POLA, SHISEIDO, KAO and more talked about latest technology and marketing trends. Seminar sessions' themes were roughly divided into two. One is "Personalised Cosmetics" as consumers are more diversified. With internet technology, it is now easier for individual consumers to get products information so they look for something that perfectly fits their skin. The second one is "Digital Marketing".

It is now very important to see which online platforms the target customers are in. Also, influencers' reviews are recognised as reliable information compared to manufacturers' advertisement. COSME Tech seminar sessions introduced how leading cosmetics manufacturers catch the trends and reflect it on their product development and marketing.



# TESTIMONIES

COSEM Tech was very crowded with quality visitors for the whole three days. We were truly busy having meetings with decision makers such as CEOs, executives of cosmetics manufacturers from Japan, Korea, China, and other Asian countries.

Brian R. Ecclefield, Business Development Manager  
Princeton Consumer Research (USA)



Because it is the best show to expand cosmetics ingredient business in Japan, we have continuously exhibited for four years. Every year, we have had many meetings with ingredient importers and cosmetics manufacturers from Japan, Korea, China, USA, Europe, and so on.

Dr Sangeeta Strivastava, General Manager,  
Alka Jayaswal, Sr Manager  
GODAVARI BIOREFINERIES LTD. (India)

**Join and Expand Your Business  
to Japan & Asia!  
Check out the next show details!**



# Expectation for the next show

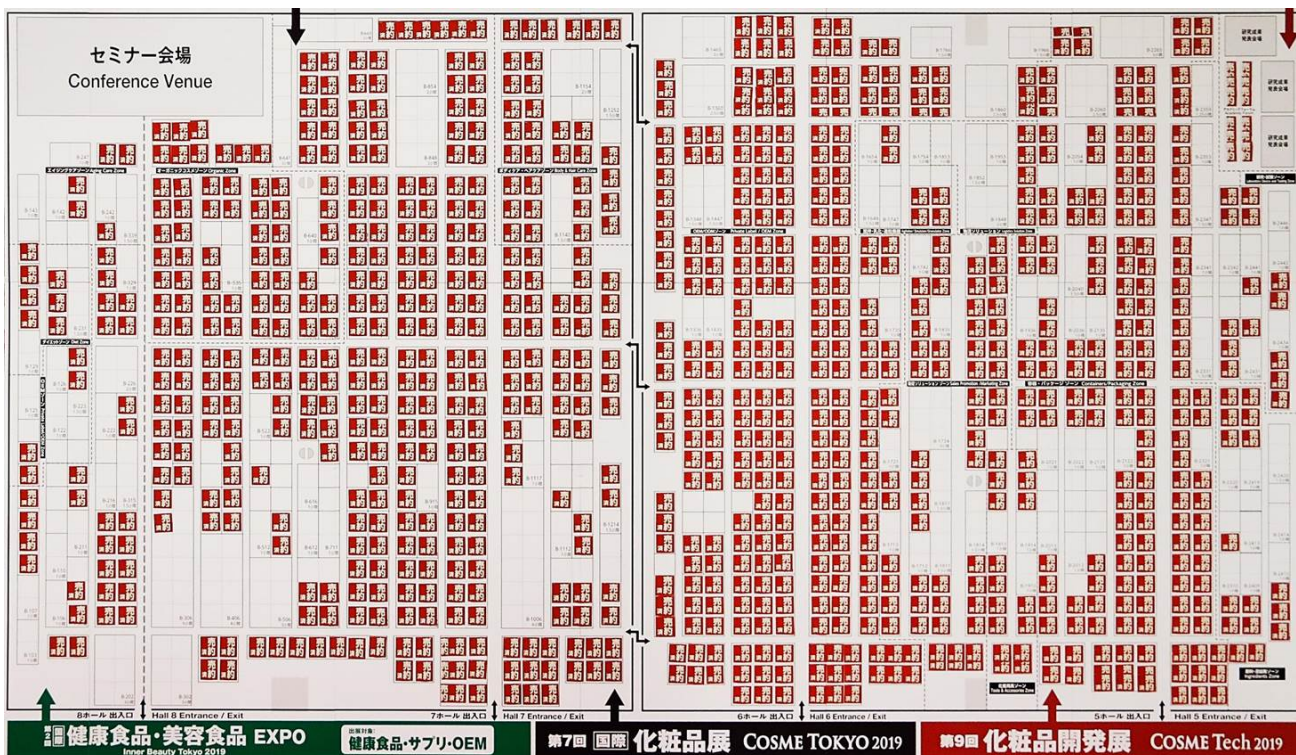
The next show (30th January – 1st February 2019 at Makuhari Messe, JAPAN) will be scaled up and become even more international, gathering 780\* exhibitors from 35\* countries/regions and 25,000\* visitors. (\*expected, including co-held shows)

Undoubtedly exhibitors are very much satisfied with the show in 2018, as reflected in the number of booking and reservation for our next show.

As shown below, most of the exhibit spaces for COSME Tech 2019 and its concurrent shows were booked by the end of the show, mostly by exhibitors this year who aim to reserve a larger space for the next time, and also many new comers who see the potential.

And thus, early booking is highly recommended!

## Booking situation on the last day of 2018 show



**売**  
**済** **約** = **SOLD**  
As of 18:00 on Jan. 26, 2018

## NEXT SHOW INFORMATION

# COSME Tech 2019

9th INT'L COSMETICS DEVELOPMENT EXPO

Dates: **January 30 (Wed) – February 1 (Fri), 2019**

Venue: **Makuhari Messe, Japan**

Organised by: **Reed Exhibitions Japan Ltd.**

**[Limited Time Only] Special Discount!**

Contact show management and join NOW!

>> <http://www.cosme-i.jp/en/ex/> <<

Or mail to: [cosmetics@reedexpo.co.jp](mailto:cosmetics@reedexpo.co.jp)

## USEFUL LINKS

Exhibiting Inquiry: <http://www.cosme-i.jp/en/ex/>

Visitor Ticket Request: <http://www.cosme-i.jp/en/inv/>

Media Inquiry: <http://www.cosme-i.jp/en/news-media/guide/>

News Release: <http://www.cosme-i.jp/en/news-media/news-release/>

Visitor Count: <http://www.cosme-i.jp/en/doc/tac/>

2018 Exhibitor & Product Search: <http://www.cosme-i.jp/en/eguide/>

# MEDIA PARTNERS

With the great support from international media partners, COSME Tech is becoming well-known for all over the world.



**COSME Tech Show Management, Reed Exhibitions Japan Ltd.**

TEL: +81-3-3349-8509 Website: [www.cosme-i.jp/en/](http://www.cosme-i.jp/en/)

>> For Exhibiting

Attn: Saya Katsuki (Ms.), Mikako Shimada (Ms.), Choi Ilyong (Mr.)

<mailto:cosmetics@reedexpo.co.jp>

>> For Visiting (Visitor Registration for the next show)

Online Form: [www.cosme-i.jp/en/inv/](http://www.cosme-i.jp/en/inv/)

Or contact: <mailto:visitor-eng.ci@reedexpo.co.jp> (Attn: Yukino Mitani (Ms.), Mai Otake (Ms.))

>> For Press Inquiries (Coverage on the show, Media Partnership etc.)

Attn: Yukino Mitani (Ms.), <mailto:cosmetics-pr@reedexpo.co.jp>