



# COSME Tech 2016 POST SHOW REPORT

6th INT'L COSMETICS DEVELOPMENT EXPO

January 20-22, 2016 at Tokyo Big Sight Organised by: Reed Exhibitions Japan Ltd.

## Concluded in a huge success!

### A larger, busier and more international show with vibrant business

Asia's leading exhibition for cosmetics development, "[COSME Tech 2016 – 6th Int'l Cosmetics Development Expo](#)" concluded in a huge success on January 22. Gathering 637 exhibitors from 36 countries/regions and 23,295 visitors, the 6th edition renewed the record again both in the number of exhibitors and visitors.

Becoming larger, much busier and more international, COSME Tech 2016 further improved its value as the Asian hub of the cosmetics industry.

<Key figures> \*All figures include co-held COSME TOKYO 2016

- **637 exhibitors** (UP from 541 exhibitors in 2014)
- **36 exhibiting countries/regions**
- **190 international exhibitors** (UP from 143 exhibitors in 2014)
- **23,295 visitors** (UP from 20,754 visitors in 2014)
- **3,545 attendees to the Conference** (UP from 3,155 attendees in 2014)

[>>Visitor Count](#)

As a large-scale international trade fair held in the leading market – Japan, COSME Tech 2016 became one of the most important hubs in the world for “Cosmetics Development”.



Exhibition Outline	
Exhibition Title	<b>COSME Tech 2016 – 6th Int'l Cosmetics Development Expo</b>
Dates	January 20[Wed] - 22[Fri], 2016
Venue	Tokyo Big Sight, Japan
Organised by	Reed Exhibitions Japan Ltd.
Concurrent Show	<b>COSME TOKYO 2016 - 4th Int'l Cosmetics Trade Fair</b>
Co-held Event	<a href="#">Conference</a>
Exhibit Zones/Areas	-Ingredients Zone
	-Contract Manufacturing / Private Label Zone
	-Container/Packaging Zone
	-Tools & Accessories Zone [NEW]
	-Lab Device, Testing Zone
	-Sales Promotion / Marketing Zone
Exhibiting Countries/Regions	Armenia, Australia, Belgium, Bulgaria, China, Finland, France, Germany, Hong Kong, Iceland, India, Israel, Italy, Japan, Korea, Malaysia, Morocco, New Zealand, Niue, Philippines, Poland, Russia, Samoa, Singapore, Slovenia, Solomon Islands, South Africa, Switzerland, Taiwan, Thailand, Tonga, Turkey, UAE, UK, USA, Vanuatu (including COSME TOKYO 2016)

## Covered the entire industry from academic research to finished products

Among the 3 main pillars of COSME Tech – ingredients, contract manufacturing and packaging, the Ingredients Zone showed the most significant growth this year. With a larger collection of novel ingredients, new “Innovative Cosmetics Ingredients Seminar” launched this year and the Academic Forum gathering over 50 presenters, COSME Tech 2016 became more attractive for R&D professionals.

Of course, the other 2 pillars remained equally important, each of Contract Manufacturing/Private Label Zone and Container/Packaging Zone gathering almost all the major players in Japan such as Japan’s top contract manufacturing company NIHON COLMAR, Japan’s top cosmetic container manufacturer GLASEL and many others.

In addition, what made COSME Tech 2016 more unique and attractive was the synergy with the concurrent show for finished products: [COSME TOKYO 2016 \(4th Int'l Cosmetics Trade Fair\)](#). Together the two shows comprised Japan's largest comprehensive cosmetics show, covering the entire industry from academic research to finished products.

To COSME Tech's value as the one-stop sourcing venue for cosmetics development, COSME TOKYO 2016 added unique attraction as the best place to learn the latest product trends in the Asia's trend-setting city and find tips for product development.



### More international, Asian hub of cosmetics business

Apart from the scale, one of the most prominent improvements of the 2016 edition was that it became more international, especially in terms of visitors. COSME Tech had firmly established its position as the must-attend event in the Japanese cosmetics industry, and furthermore, the 2016 show proved that it's becoming more and more important also for the entire Asian market. The number of international visitors increased by 34% (including COSME TOKYO 2016) from the previous show, especially from other Asian countries such as China, Korea, Taiwan, Thailand and Singapore. The increase was well reflected in the positive feedbacks from exhibitors, saying that they could effectively conduct business with international visitors, besides Japanese visitors.

Becoming the gateway not only to Japan but also to the wider Asian market, COSME Tech 2016 has become more important for companies seeking for business expansion in the Asian cosmetics market.

#### Top 10 countries/regions of visitors' origin

- |              |                   |
|--------------|-------------------|
| 1. Japan     | 6. Thailand       |
| 2. China     | 7. Singapore      |
| 3. Korea     | 8. Philippines    |
| 4. Taiwan    | 9. Malaysia       |
| 5. Hong Kong | 10. United States |

## Exhibitors' Testimonies

### RED OF VIEW (Italy)

"Let alone from Japan, **we also met many people from Korea, China** and even from South Africa. We could meet very different kinds of people from different countries. **It is like a new link for a new world for us.**"

### AMA LABORATORIES (USA)

"This is our 4th time coming to COSME Tech and **every year has been successful**. There were more international visitors this year. So not only from Japan, **we've met with quite a lot of people from Korea** and I think that'll be a good start to promoting our business there as well."

### GODAVARI BIOREFINERIES (India)

"The show was really good for us. We got in touch with **many Japanese customers as well as customers from China and Korea.**"

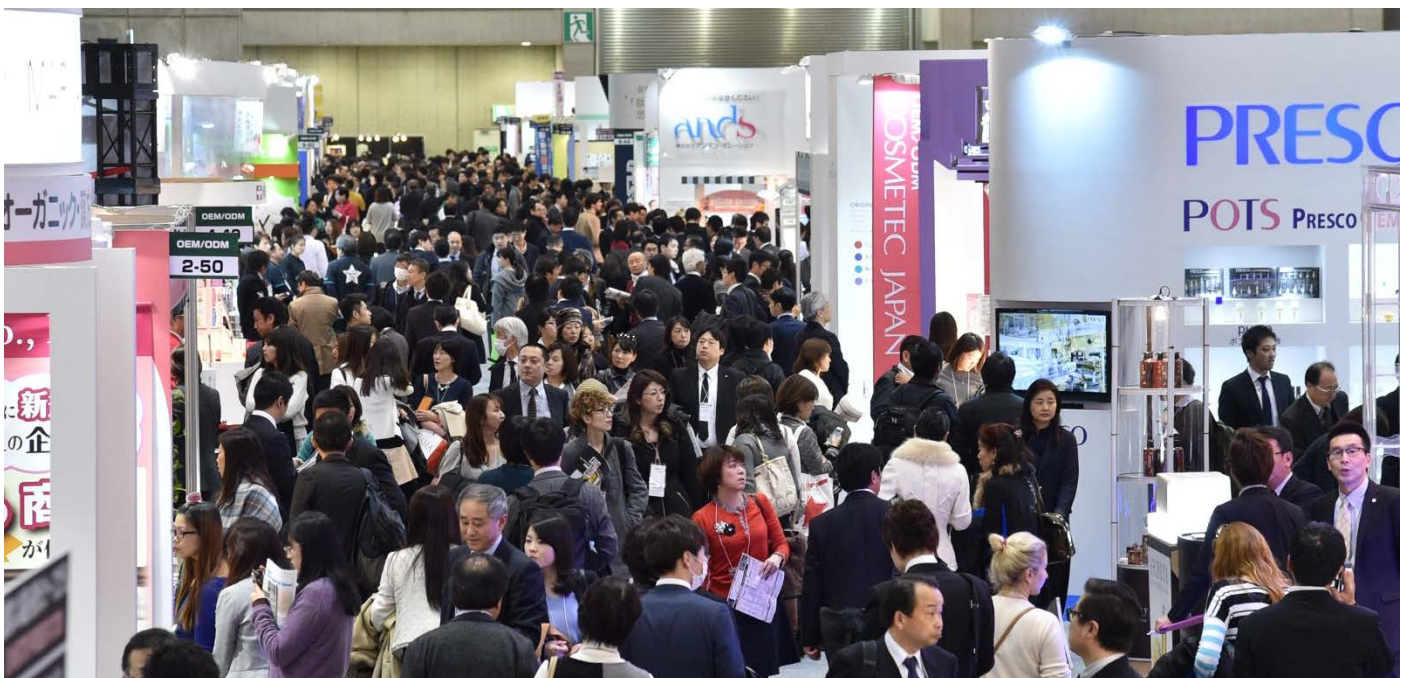
### TAKEMOTO (Japan)

"We could meet **a lot of visitors from Japan and overseas**. There were many visitors from **Asia, Singapore as an example, and Europe.**"



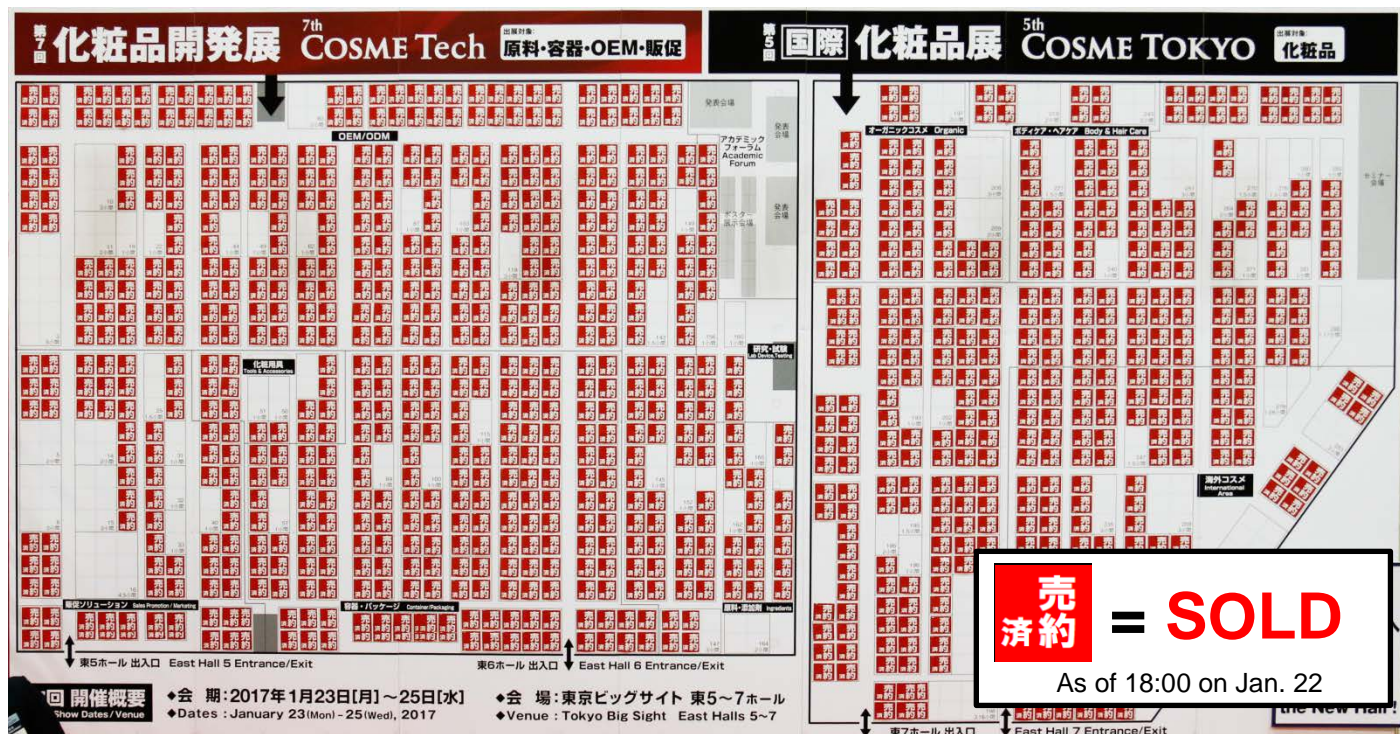
## High exhibitors' satisfaction promises a huge success of the 2017 show

During all 3 days, the show floor of COSME Tech 2016 was filled with industry professionals having active business meetings with exhibitors. The number of visitors increased by 12% from the previous show (23,295 visitors: up from 20,754 visitors in 2014, including COSME TOKYO 2016), and an overwhelmingly majority of positive feedbacks from exhibitors confirmed that not only quantity but also quality of visitors have further improved.



The high satisfaction rate was well reflected in the space booking situation for the 2017 show: as you can see in the following photo, most of the exhibit space for COSME Tech & COSME TOKYO 2017 got booked by the end of the show. With most exhibitors rebooking with larger space and many new companies newly applying, it is certain that the 2017 show will again expand its scale.

The new exhibitors include the China Pavilion, who booked a large space during the show impressed by the huge success of COSME Tech / COSME TOKYO 2016.



< Next Show Information >

# COSME Tech 2017

7th INT'L COSMETICS DEVELOPMENT EXPO

Dates: January 23-25, 2017

Venue: Tokyo Big Sight, Japan

Concurrent Show: [COSME TOKYO 2017 \(5th Int'l Cosmetics Trade Fair\)](#)

<Target figures> 800 exhibitors from 45 countries / 30,000 visitors (including COSME TOKYO 2017)

< For more information / Contact >

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