

HONG KONG

12 - 14 NOVEMBER 2024

ASIAWORLD-EXPO

COSMOPACK ASIA

13 - 15 NOVEMBER 2024

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA



## 2024 COSMOPROF ASIA CALENDAR

More updates: [www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)

### HONG KONG CONVENTION & EXHIBITION CENTRE

WEDNESDAY, 13 NOVEMBER

COSMOTALKS THEME: SUSTAINABILITY BEAUTY RETAIL & BRANDING

10:00-11:00 | Cosmo Onstage, Hall 5C

**COSMOPROF ASIA OPENING CEREMONY**

11:00-11:45 | CosmoTalks stage, Hall 5C

**SELLING SUSTAINABILITY: ENVIRONMENTAL CONSCIOUSNESS AS A COMPETITIVE ADVANTAGE IN BEAUTY RETAIL**

**COSMOTALKS**

**Main Partner:**

Statista

**statista** 

**Moderator:**

Dylan Yu - Head of Greater China Region at Statista

**Speakers:**

Deanna Utroske - Editor of the Beauty Insights newsletter

Jimmy Wang - CEO (Organic Head), Inna Organic

Shirley Billot - CEO, Kadalys Cosmetics

12:00-14:00 | Meeting Rooms N106-108 - Level 1

**PRESS CONFERENCE & LUNCHEON**

12:15-13:00 | CosmoTalks stage, Hall 5C

**EAST MEETS WEST: THE AMERICAN OPPORTUNITY FOR ASIAN BEAUTY BRANDS**

**COSMOTALKS**

**Main Partner:** BeautyMatter

**BeautyMatter**

**Moderators:**

John Cafarelli - Co-Founder and President, Beauty Matter Media, Inc.

Kelly Kovack - Founder & CEO, Beauty Matter Media, Inc

**Speakers:**

Hong Chae - President, B LIFE USA

Noah Rosenblatt - President, Beautyspace

Nikkie de Jager-Drossaers - NikkieTutorials, Make-up Artist and Beauty Content Creator

---

**13:30-14:15 | CosmoTalks stage, Hall 5C**

**2025 BEAUTY & PERSONAL CARE TRENDS: ASIA SPOTLIGHT**

**Main Partner:** MINTEL

**Moderator:**

Kelly Kovack - Founder & CEO, Beauty Matter Media, Inc.

**Speakers:**

KinShen - Principal Analyst, Beauty & Personal Care, Mintel

Maxine Lam - Product Manager, NBC

**COSMOTALKS**

MINTEL

---

**14:00-14:45 | Cosmo Onstage, Hall 5C**

**A DEEPER DIVE INTO ALTUM® NEEDLING TECHNOLOGY WITH DEMONSTRATION:  
REVOLUTIONIZING SKINCARE WITH TARGETED DELIVERY**

**Presented by:** IDENEL

**Stand No:** 3E-L3H (HKCEC)

**Presenter:**

Seohee Low - APAC Regional Manager Idenel Professional

**COSMO ONSTAGE**

IDENEL  
PROFESSIONAL

---

**14:45-15:30 | CosmoTalks stage, Hall 5C**

**BLURRING HEALTH AND BEAUTY: THE RISE OF BEAUTY SUPPLEMENTS IN ASIA**

**Main Partner:** Euromonitor

**Moderator:**

Yang Hu - Insights Manager, Health & Beauty Asia Euromonitor

**Speakers:**

Raphael Bu - APAC Area General Manager, Expanscience

Emily Hui - R&D Director, Time International Holding Limited

**COSMOTALKS**



---

**17:00-19:00 | Cosmo Onstage, Hall 5C**

**AWARDS CEREMONY & COCKTAIL RECEPTION (BY INVITATION ONLY)**

COSMOPACK ASIA  
*Awards*  
COSMOPROF ASIA  
*Awards*

**WEDNESDAY, 14 NOVEMBER**

**COSMOTALKS THEME: MARKET AND PRODUCT TRENDS (FOCUS ON APAC)**

---

**9:30-17:00 | Cosmo Onstage, Hall 5C**

**NAILPRO® COMPETITIONS ASIA-HONG KONG 2024 SPECIAL EDITION**

**Organiser:** NAILHOLIC®

**Location:** Stand 5C-K3A

**Head Judge:**

Danny Haile (USA)

**Regional Judge:**

Junu Chakradhar (Nepal)

Supanee Chayanteewong (Thailand)

**COSMO ONSTAGE**

NAILHOLIC

Yi Vouch Chou (Cambodai)

Zhou Bingfeng (China)

**Local Host:**

Camby Tang (Hong Kong)

**Judge:**

Cho Ara (Korea)

Choi Bora (Korea)

Kim Heejung (Korea)

Kwon Yu Ho (Korea)

Chanapa Maikham (Thailand)

Diana Tan (Indonesia)

Joan Tan (Malaysia)

Tran Bich Xoan (Vietnam)

Elaine Tsang (Hong Kong)

Chloe Cheok Hui Yi (Singapore)

Angela Yuen (Hong Kong)

---

**10:15-11:45 | Cosmo Onstage, Hall 5C**

**K-BEAUTY SKINCARE ROUTINE SHOWS**

**Presented by:** KOTRA HONG KONG

**Stand No:** 1E-E1D (HKCEC)

**Presenters:**

Jaesun Uh - Director General KOTRA Hong Kong

Allan Ma T.C - Director & CEO Regina Skin Medical Company Limited

Season Wong - Program Host & MC

May Sue - Makeup Artist

**COSMO ONSTAGE**

**kotra**

Korea Trade-Investment  
Promotion Agency

---

**10:30-11:15 | CosmoTalks stage, Hall 5C**

**THE COSMOTRENDS REPORT: ASIA 2024**

**Main Partner:** BEAUTYSTREAMS

**Speakers:**

Fernanda Pigatto - Global Partnerships Director, BEAUTYSTREAMS

Michele Superchi - VP Global Sales Director, BEAUTYSTREAMS

**COSMOTALKS**

**BEAUTYSTREAMS**

---

**11:45-12:30 | CosmoTalks stage, Hall 5C**

**EXPLORING TRENDS IN THE FRAGRANCE MARKET: CONSUMER PREFERENCES AND  
INDUSTRY COMPETITION**

**Main Partner:** Eternal Group

**Moderator:**

Rikko Lee - Beauty KOL

**Speakers:**

Karen Woo - Managing Editor of ELLE Hong Kong

Katy Wong - Brand Director, Eternal Group

Stéphane Prévdi - Vice President - APAC, Interparfums Inc.

**COSMOTALKS**



Eternal Group

12:15-13:00 | Cosmo Onstage, Hall 5C

**SPA TECHNIQUES: FUSION OF EASTERN AND WESTERN PRACTICES & CREATING A WELLNESS RITUAL: DIY SPA TREATMENTS**

**Main Partner:** Asia Pacific Spa Wellness Coalition (APSWC)

**Presenters:**

Dr. Naphatsorn Ditthawutthikul - B.Pharm-Ph.D, Lecturer, Beauty Technology Program, School of Cosmetic Science, Mae Fah Luang University

Dr. Mayuramas Wilai - Assistant Dean, School of Cosmetic Science, Mae Fah Luang University

**COSMO ONSTAGE**



ASIA PACIFIC  
SPA & WELLNESS COALITION

13:30-14:45 | CosmoTalks stage, Hall 5C

**SKINCARE 2050: WHAT WILL THE FUTURE LOOK LIKE?**

**Main Partner:** Asia Pacific Spa Wellness Coalition (APSWC)

**Moderator:**

Andrew Jacka - Chairman Asia Pacific Spa & Wellness Coalition

**Speakers:**

Rini Hamsidi - M.Pharm., Lecturer Traditional Medicine Study Program, Faculty of Vocational Studies, Universitas Airlangga

Cynthia Ling - Senior Lecturer for Beauty Care Diploma Programme, Vocational Training Council

Dr. Mayuramas Wilai - Assistant Dean, School of Cosmetic Science, Mae Fah Luang University

**COSMOTALKS**



ASIA PACIFIC  
SPA & WELLNESS COALITION

13:30-14:15 | Cosmo Onstage, Hall 5C

**MADE IN ITALY: INNOVATION AND EXCELLENCE AMONG THE FINALISTS OF THE COSMOPROF AND COSMOPACK ASIA AWARDS**

**In cooperation with:** Italian Trade Agency (ITA) & Cosmetica Italia - the personal care association (CI)

**Presenting Exhibitor:**

B.Kolormakeup & Skincare S.p.A. SB-Benefit Corporation

COSMEI S.r.l.

MYC Packaging Innovation Co., Ltd

Ga. Ma. S.r.l.

Tricobiotos S.p.A.

+39 Italia S.r.l.

Dermosfera S.r.l.

**COSMO ONSTAGE**



ITALIAN TRADE AGENCY



15:15-16:00 | CosmoTalks stage, Hall 5C

**NAVIGATING THE FUTURE OF SKINCARE: KEY TRENDS AND INNOVATIONS IN DERMOCOSMETICS AND MEDICAL BEAUTY ACROSS ASIA PACIFIC**

**Main Partner:** AsiaCosmeLab / The Chinese Pulse

**Moderator:**

Lulu Li - Editor-in-chief of NYLON China

**Speakers:**

Fei Xu - Market Intelligence Director, Asia Cosme Lab

Florence Bernardin - Owner, AsiaCosme Lab

Juliette Duveau - Co-founder, The Chinese Pulse

**COSMOTALKS**



THE CHINESE  
PULSE

**15:30-17:30 | Cosmo Onstage, Hall 5C**

**AHMA MASTERS HAIR SHOW & THE CUP OF GBA (HONG KONG) HAIR & IMAGE DESIGN  
COMPETITION 2024 AWARDS CEREMONY**

**Organiser:** AHMA Hair Council

**Performing Team:**

Michael Mesiti - AAMA Principal AAMA Cosmetology Academy

Yang An - Education Director AAMA Cosmetology Academy

Zen Yip - Senior Educator AAMA Cosmetology Academy

Jay Lee - Founder, Eagle barbershop

Hong - Barber, Eagle barbershop

Gun Day - Barber, Eagle barbershop

Kelvyn - Barber, Eagle barbershop

Samuel - Barber, Eagle barbershop

Will - Barber, Eagle barbershop

**COSMO ONSTAGE**

**AHMA**  
SINCE 2010  
HAIR COUNCIL

**16:15-17:00 | CosmoTalks stage, Hall 5C**

**HOW TO CHOOSE PRODUCT EFFICACY CLAIMS WHEN SELLING IN CHINA?**

**Main Partner:** QTCCC Ltd.

**Speakers:**

Dayle Wong - General Manager, QTCCC Ltd.

Max Pan - Project Manager of cosmetics and personal care department, SGS

**COSMOTALKS**

**QTCCC**<sup>®</sup>  
since2000

**THURSDAY, 15 NOVEMBER**

**COSMOTALKS HEME: E-COMMERCE/ RETAIL SOLUTIONS/CONSUMER INSIGHTS**

**10:00-10:45 | CosmoTalks stage, Hall 5C**

**OMNICHANNEL RETAIL STRATEGIES FOR BEAUTY BRANDS**

**Main Partner:** Retail Beauty magazine

**Moderator:**

Nicci Herrera -Owner, Retail Beauty magazine

**Speakers:**

Eric Pong - Partnerships director, AfterShip

Mingyang Sun - Managing Director JTG Distribution Hong Kong Limited

Seung Hee Chung - CEO, BeautyBLVD

**COSMOTALKS**

RETAIL BEAUTY

**10:00-14:00 | Cosmo Onstage, Hall 5C**

**NAILPRO® COMPETITION ASIA-HONG KONG 2024 SPECIAL EDITION AWARD CEREMONY**

**Organiser:** NAILHOLIC®

**10:00 | Add naturalness with Korean advanced PMU and SMP technology**

**Presenters:**

Jun Sholyip - CEO, Narin Tattoo & Beauty Academy

Ko Dohyun - CEO, Scalp Design Center

Yun Ilhyang - Chairman, K-Beauty Association

**COSMO ONSTAGE**

**NAILHOLIC**

ORGANISER - COSMOPROF ASIA LTD

 | 

**11:00 | Innovative Korean Lash Lift & LED Lash Extension with White LED**

**Presenters:**

Kim Joohyun - CEO, Oshare

Sera - CEO, DBK

**12:00 | Talk about HK Nails - Hong Kong characteristics**

**Presenter:**

Angela Yuen

**11:15-12:00 | CosmoTalks stage, Hall 5C**

**DECODING THE CHINESE MARKET FOR INTERNATIONAL BRANDS: INSIGHTS ON TRAFFIC AND BRAND GROWTH STRATEGIES**

**Main Partner:** The Asian General Chamber of New Retail

**Moderator:**

Richie Yung - Chairman, The Asian General Chamber of New Retail (ANR)

**Speaker:**

Eric K L Ng - Founder & Managing Director, Shengyang (Hong Kong) Trading Co., Limited

SUN Jing - General Manager, Kwai Ecommerce Beauty Cross-Border Industry

**COSMOTALKS**



**SPECIAL HIGHLIGHTS / PROJECTS**

13 - 15 November 2024 | Hall 1E

**BOUTIQUE CHARITY PROJECT**

**BOUTIQUE**  
POWERED BY COSMOPROF

13 - 15 November 2024 | Hall 5C

**COSMOTRENDS INSTALLATIONS**

**GOSMO  
TRENDS**

13 - 15 November 2024 | Hall 1E Concourse

**COSMOPROF ASIA & COSMOPACK ASIA AWARDS INSTALLATION**

COSMOPROF ASIA Awards COSMOPACK ASIA Awards

13 - 15 November 2024 | Hall 5C - A2

**THE WORLD OF SCENTS**

**FRAGRANCE**

13 - 14 November 2024 | Hall 5C - A1

**MASTERCLASS - SCENT THROUGH TIME:**

**A JOURNEY FROM VINTAGE ELEGANCE TO MODERN LUXURY (BY INVITATION ONLY)**

11:00-11:40 DAILY

13 - 15 November 2024 | Hall 5C - A1

  
Eternal Group

**WORKSHOP - THE MAKING OF SCENTED ACCESSORIES (BY INVITATION ONLY)**

13 - 14 November 2024

14:00-14:40

15:30-16:10

15 November 2024

13:00-13:40

13 - 15 November 2024 | Hall 5C-A1  
**FRAGRANCE WHITEPAPER LED WALL**

13 - 15 November 2024 | Hall 5G-K1A  
**BUYER LOUNGE**

13 - 15 November 2024 | Hall 1E-F5A  
**ELITE BUYER LOUNGE**

13 - 15 November 2024 | Hall 5C-G2A  
**BEAUTY NETWORKING BOOTH**

