



18-20 June 2014 SMX Convention Centre, Manila, Philippines





Philippines International Beauty Show

Mark your calendars now for the only B2B event for the beauty industry in the Philippines. **philbeauty** provides the perfect platform to meet and network with industry professionals during three days of a dynamic and focused business environment. The event will bring together international buyers and suppliers to experience and interact with a full range of beauty products and services, enhance industry knowledge and engage in ground breaking discussion.

The Philippines is home to beauty enthusiasts, ranging from domestic companies of beauty products composed of natural, traditional Filipino ingredients to renowned cosmetic firms established globally.



New trends and advances have led global brands to open up outlets and key local cosmetic companies have expanded upon experiencing double-digit growth rates in 2012. Rising disposable income is leading to an increased demand for personal care products among both male and female customers creating business opportunities for new products and services. By 2016, the beauty and personal care market alone is forecasted to reach USD 3.4bn in the Philippines.



Exhibit at **philbeauty** and meet the right people...

Target senior decision makers in the region with your products. When times are tough, exhibitions work harder for your marketing budget than any other media:

- Focused market penetration- Reach a large section of the market in just three days which may otherwise take you months. Use your booth or sponsorship opportunities to push your brand into the market.
- Gather market intelligence and understand the competitor landscape. Find new distributors, set up strategic global alliances and develop a sharper edge over your competitors.
- Network with key decision makers and generate direct sales whilst simultaneously enhancing your company image.
- Seek advice from the qualified experts in raw materials, ingredients, new technologies, product evaluation and market analysis.

Exhibitors

- Cosmetics/toiletries
- Fragrances
- Packaging
- Machinery
- Salon supplies
- Services and furnishing
- Spa and wellness products
- Hair products
- National health products
- Raw ingredients
- Nails and accessories



■Visitors

- Beauty salons
- Hair salons
- Wholesalers/distributors/agents
- Refailers
- End product manufacturers
- OEM/ODM manufacturers











philbeauty is an essential industry gathering providing you with a unique opportunity to conduct business in a highly focused environment as well as take part in a thought provoking conference programme. Led by some of the most influential experts in the industry, the conference will present an array of the most current and topical research including product information, registration procedures as well as share best practice.

Venue

The SMX Convention Centre is a 46,647-square meter facility ideal for international exhibitions and large-scale trade events. The building, located in the Mall of Asia Complex in Pasay City, is one of the leading establishments of the Philippine MICE industry. SMX is envisioned to be a world class venue for all important events in the Philippines and in the Asia-Pacific Region, leading in terms of amenities, space and service.



UBM

About the Organiser

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and with a track record spanning over 30 years. UBM Asia operates in 21 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences,

28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region.

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Cost of Participation:

Raw Space USD 298 per sqm

Cost of raw space includes:

- Information in the show catalogue and on the website
- 2 x exhibitor badges
- General hall security
- General cleaning of exhibition space (removal of waste from specially designated areas, cleaning of passageways and public spaces)
- Accreditation of 1 representative in the business match making service
- 1 x invite to Philippines International Beauty Conference

Shell Scheme USD 328 per sqm

9sqm shell scheme stand to include the following:

- Information in the show catalogue and on the website
- 2 x exhibitor badges
- 1 electric point for 9sqm stand
- Carpeting and name board
- Accreditation of 1 representative in the business match making service

 1 x invite to Philippines International Beauty Conference



