



BeautyAsia Singapore

Singapore's most important hair & beauty fair came to a hugely successful conclusion with excellent feedback and positive results.

From 5th – 7th July 2022, the 24th edition of BeautyAsia Singapore opened its welcoming arms to the world again, after 2 years of inevitable postponements. It was also the first hair and beauty fair in the region to open its doors to the beauty and wellness industry this year. The response to the event was extremely positive from exhibitors, distributors and the visiting trade professionals alike. Nobody really knew what to expect after a two-year hiatus caused by the Covid situation; furthermore, there were also minor concerns that the exhibition was somewhat smaller than in previous years. This was due to the fact that several foreign exhibitors could not attend, as they were still experiencing tough restrictions and facing challenging circumstances as of that time. Nevertheless, the participating exhibitors of

BeautyAsia 2022 were all very pleased and satisfied with the response they received. “The exhibition was very successful and we had the chance to meet some interesting distributor contacts for Singapore and nearby areas,” said Mr. Giacomo Punzo, owner of La Dispensa-Saponi Florinda, Italy. “I would highly recommend this event to any company that is looking to extend its export market in this region of the world.”

The organisers were delighted with the response. Appreciation goes to the international exhibitors who were able to attend, including Australia, Hong Kong, Italy, Japan, Korea, Malaysia, Singapore, Thailand, among others. All exhibitors, both local and foreign, had the opportunity to reconnect with old customers, establish new-found relationships, garner new leads and generate awareness for their latest products and innovations. Everyone was delighted to be back networking at a physical exhibition within the hair, beauty and wellness industry.



BeautyAsia Singapore gave exhibitors the opportunity to reconnect with old customers, establish new-found relationships and generate awareness for their latest products.

