

# BEAUTYASIA 2022 BACK TO THE NETWORK!

Satisfaction from both local and international exhibitors despite a smaller exhibition due to the Covid pandemic

The prestigious BeautyAsia Singapore 2022 concluded its 24th edition recently in July after a two-year hiatus.

The 2020 February edition had to be rescheduled at the eleventh-hour when Covid-19 hit. Recognised as the region's preferred trade show for the beauty and wellness industry, BeautyAsia 2022 welcomed an encouraging crowd of attendees over three days and a gathering of exhibitors from Australia, Hong Kong, Italy, Japan, Korea, Malaysia, Singapore, Thailand, among others.

Gillian Loh, Project Manager of Lines Exhibition, said: "These few years have been challenging for the exhibition industry. Even as Singapore reopens to living with Covid, no one can be certain for when is the 'right' time, the 'best' time to hold the exhibition. Many factors come into play. Many things have changed." "Nevertheless, it brings us joy to know that we did what we can and put forth the exhibition. We are most delighted and incredibly appreciative to hear from most exhibitors that they are really pleased with the exhibition.



Many did not know what to expect after a two-year hiatus following the Covid situation. There was some concern that the exhibition was smaller this time with several of our foreign exhibitors unable to attend as they continue to face a tough situation and challenging circumstances back in their home countries at that time. Nonetheless, the participating exhibitors of BeautyAsia 2022 are satisfied with the response they had received, many exceedingly surprised. And this couldn't make us any happier! We are sincerely thankful for the support and for the exciting showcase by these exhibitors. Our exhibitors both local and foreign had the opportunity



to reconnect with old customers, established new-found relationships, garner new leads and generate awareness for their latest in-demand products. Everyone is glad to be back to network in a physical exhibition."



Mr. Giacomo Punzo, Owner of La Dispensa-Saponi Florinda from Italy, said "The exhibition was successful and we had the chance to meet interesting distributor contacts for Singapore and nearby areas. Highly recommend to all the company that are looking to extend their export market." BeautyAsia's turnout of attendees is a testament that the local market continues to carry an ever-growing appetite for what's new and upcoming in the beauty and wellness space. BeautyAsia 2023 will be back with the 25th edition to connect suppliers, manufacturers and distributors from all corners of the globe.

