



BEAUTYASIA 2024

The Most Comprehensive **Beauty And Wellness** Trade Exhibition

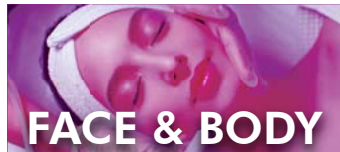
OWNED AND PRODUCED BY:



MAKING EXHIBITIONS MATTER



HAIR CARE



FACE & BODY



MANICURE & PEDICURE



NATURAL & ORGANIC

26TH EDITION TRADE AND PROFESSIONALS ONLY

26-28 FEB • 11AM-7PM
MARINA BAY SANDS

LEVEL 1 HALLS A & B



BE *Bold* INNOVATE & GROW

AT ASIA'S LEADING BEAUTY TRADE SHOW

Ensuing 25 years of bold innovations, BeautyAsia leads to convene in February come 2024 to mark its 26th edition with another exciting showcase of ground-breaking products, new trends, boundless connections and new possibilities in the beauty and wellness trade.

A driving force and a trusted platform for global businesses to meet and network, BeautyAsia continues to grow alongside exhibitors, to provide copious opportunities to the gateway of Asia's beauty market.

Look forward to a sensational all-inclusive space to what's new and upcoming for beauty, spa, health and natural wellness. This annual networking exhibition is the perfect test-bed for pioneering products in one of the largest and fastest-growing markets. From the rising demand for beauty and personal care particularly among Asian men to the rise in genderless beauty and the focused growth for sustainability to meet the needs of the increasingly explorative and discerning buyers, the local market continues to have an ever-growing appetite for new opportunities in the region.

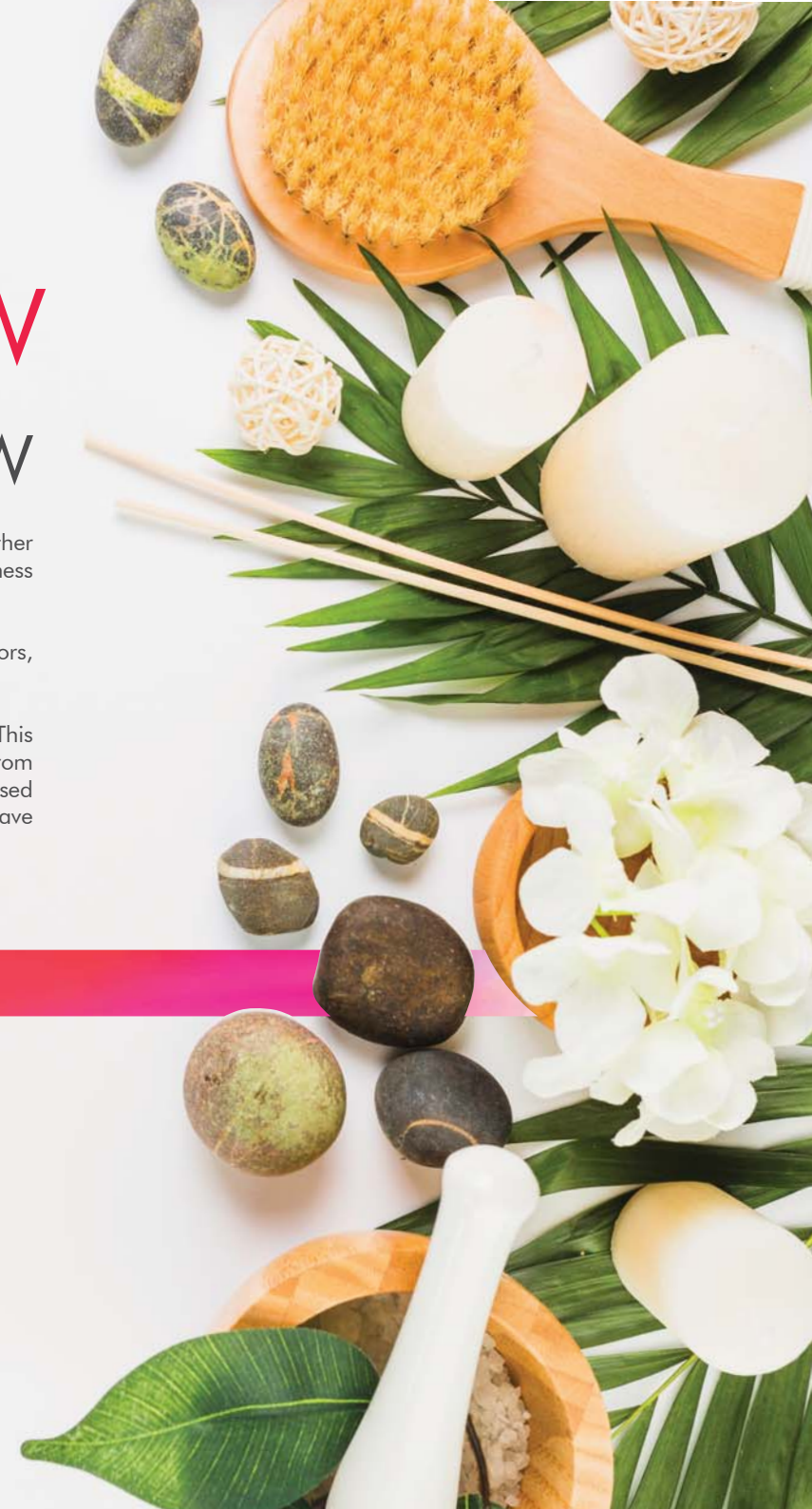
SPECIAL HIGHLIGHTS

The all-encompassing trade show that offers skills sharing platforms to impart expertise and experience. Be a part of the buzz at the event to extend your product branding possibilities.

- **TrendSpot** - Spotlight on trendsetting products and technology.
- **BoothTalks** - In-depth demonstrations and discussion right at the booths. That's where the real action is!
- **BeautyBattle** - Beat the competition in hair, nail, makeup and embroidery!
- **ExpertTalks** - Get comfortable in a small private setting and engage with customised courses or new product launches.
- **BeautyStage** - The bold approach for live engaging demonstrations and creative showcases.

BeautyAsia 2024 offers you the marketing edge second to none!

[SIGN UP TODAY!](#)



DISCOVER AND CONNECT WITH BEAUTYASIA

BeautyAsia, the most established beauty extravaganza, remains a valued regional hub for connecting and building leads within the beauty and wellness industry. At the latest 25th edition, the three-day event saw an exciting buyer-seller meet where exhibitors' participation more than doubled, coupled with a strong return of support from Japan and Taiwan, reinforcing BeautyAsia as the preferred trade show for the region. Alongside international participants, including from Australia, China, India, Italy, Russia, Singapore, Turkey, exhibitors expand their brand and business, and share leading technologies with the encouraging crowd of attendees.

Meet the right people and engage in quality fruitful meetings at BeautyAsia with effective and efficient networking opportunities. The established exhibition provides the avenue to gain valuable insights into the drivers of Asia's beauty industry where trade professionals discover through product demonstrations and industry workshops by beauty experts. Invaluable learning opportunities are in abundance for visitors to stay abreast of the latest in-demand products and new-to-market technologies.

Citing the positive experience, new contact leads acquired as well as the product marketing exposure achieved, exhibitors at BeautyAsia 2023 shared positive feedback:

Mr. Sean Li Zhenxiong, Southeast Asia Marketing Director of Lescolton Sdn. Bhd., said:

"BeautyAsia Singapore 2023 has come to a successful conclusion and we would like to thank the organiser for their forthcoming and quality service which is well reflected throughout the exhibition. Overall, this is a rare opportunity for Lescolton to bring the latest hair growth and beauty salon technology products and services to Singapore, which allow us to link up and have better engagements with the local beauty industry personnel and distributors to form cooperative relationships. Thank you for your continuous support and trust in the Lescolton Malaysia subsidiary!"

Mr. Denis Levin, International Sales Manager of DRC Global, Ltd. (R.O.C.S.), added:

"Our company participated in the BeautyAsia exhibition for the first time. Not much time has passed since the end, but already now we can say that this event is suitable for companies wishing to enter to Singapore market and neighbouring countries, because of the number and quality of potential distributors' contacts. I express my gratitude to the team of organiser of the exhibition. Responsiveness and individual approach to each exhibitor confirm the high professionalism of the organiser."

Mr. Kazuchika Kobashi, Sales Director, Overseas Business Division Charge of Mind Fitness Co., Ltd., commended:

"We're from Japan. For the first time, we run a booth at BeautyAsia in Singapore. Reaction from visitors is better than we expected. Main visitors are salon owner, manufacturer, and they come from Hong Kong, Indonesia, Thailand, Vietnam. The organiser staff was very flexible and helpful when we had to change the specifications of the venue setup. At the moment, we are planning to go to Singapore as an exhibitor again next year. If you want to get the chance for abroad business, I will recommend BeautyAsia exhibition. Thank you"

Ms. Amanda Du, Sales Manager of Nanjing Bestview Laser S&T Co., Ltd., said:

"BeautyAsia Singapore exhibition was very successful for us. The organiser was very attentive and the exhibition was well organised and managed. The result we have achieved from our participation far exceeded our expectations. We look forward to participating again."

BeautyAsia, the most established trade exhibition for the beauty and wellness industry leads to discover new possibilities and opportunities in the region and beyond. Join us at this annual go-to event – the 26th edition of BeautyAsia Singapore 2024.



MAKING EXHIBITIONS MATTER

■ ABOUT THE ORGANISER

Over the years, Lines Exhibition in affiliation with Lines Exposition has a track record of staging successful trade and consumer exhibitions and it has seen Lines grow from strength to strength with each profile. Led by a management with more than 40 years experience, it has always been creating and organizing shows that meets the needs and directions of various industries.

BeautyAsia is its most prominent trade exhibition for the beauty, spa, health and natural wellness industries to be held in Singapore. BeautyAsia is well received and has enjoyed consistent growth over the years. This international exhibition is a good barometer for the beauty service industry.

Its flag ship profile, The PC Show is Singapore's longest running and most successful IT and consumer electronics exhibition, which draws huge crowds every year. The PC Show serves as the exhibitors' ultimate sales platform and the consumers' favourite one stop shop for the latest trends and best bargains.

Lines is constantly working to improve its shows and develop new profiles to cater to different industries. In doing so, Lines aims to provide the platform for successful business transactions all over the world.

■ THE VENUE: MARINA BAY SANDS

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions.



DISPLAY OPTION AND SPACE RENTAL

PACKAGE READY BOOTH



STANDARD SHELL BOOTH

S\$680.00 per sq m (minimum booth size 9 sq m)

Furniture

- Standard Fascia inclusive of Company's Name
- Partitions & Carpet Flooring
- 1 sq m Storeroom with Lockable Door
- 3 no. Wall Shelving
- 1 no. Lockable Cabinet
- 1 no. Round Table
- 2 no. Folding Chair
- 1 no. Waste Paper Basket

Electrical

- 2 no. Fluorescent Tube
- 1 no. 13 Amp Power Point



UPGRADED SHELL BOOTH

S\$780.00 per sq m (minimum booth size 12 sq m)

Furniture

- Standard Fascia inclusive of Company's Name
- Partitions & Carpet Flooring
- 1 sq m Storeroom with Lockable Door
- 3 no. Wall Shelving
- 1 no. Lockable Cabinet
- 1 no. Round Table
- 6 no. Folding Chair
- 1 no. Low Showcase
- 1 no. High Showcase (rectangle) with Light
- 1 no. High Showcase (quarter circle) with Light
- 1 no. Waste Paper Basket

Electrical

- 2 no. Fluorescent Tube
- 1 no. 13 Amp Power Point

BUILD YOUR OWN BOOTH

BARE (RAW) SPACE **S\$620.00** per sq m (minimum area 24 sq m)

For enquiries, please reach out to: _____

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fb.com/BeautyAsiaSingapore