

in-cosmetics®

ASIA

Bangkok, 14-16 December 2011

POST-SHOW REPORT

Despite the floods that impacted on many international visitors' travel arrangements to Thailand at the time of the show, in-cosmetics Asia cemented its position at the centre of the personal care ingredients market in Asia. The show was indeed packed full of innovation and new launches. Aisles teemed with visitors from across Asia and other parts of the world, making it a scientific and commercial hub for the 268 exhibitors who lined the avenues of the hall.

The 2011 show highlights included: **The Innovation Zone** – a selective showcase and demonstrations of personal care ingredients launched within the show's calendar year; **Formulation Workshops** on fragrances and cosmetics efficacy testing; **Marketing Trends** presentations on Asian and global beauty trends, organic cosmetics and nutricosmetics; **Innovation Seminars** – 25 sessions on cosmetic ingredient novelties presented by selected exhibitors.

VISITORS - PROFILING

Unique visitor (audited) attendance: 3,865

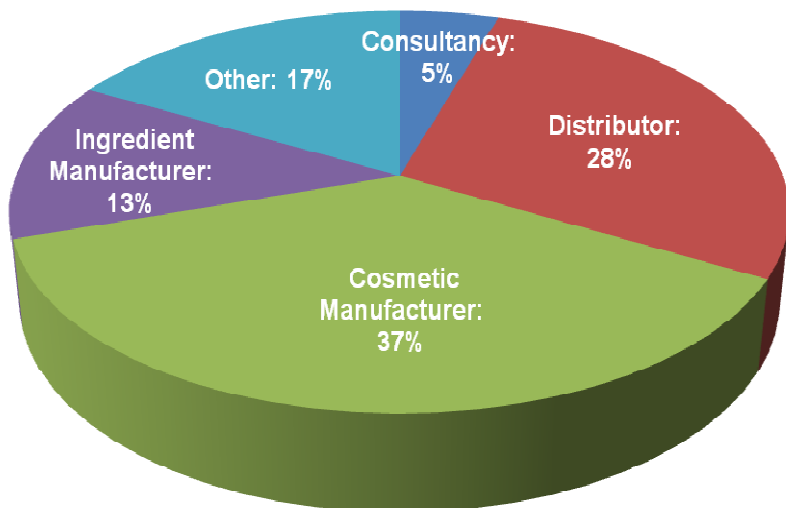
- ▶ Day 1 (unique visitors): 1,644 (33%)
- ▶ Day 2 (visitors including revisits): 1,991 (40%)
- ▶ Day 3 (visitors including revisits): 1,329 (27%)

▶ Total (including revisits): 4,964

- ▶ First time visitors: 52%
- ▶ International visitors: 27%
- ▶ Local visitors: 73%



Visitors – Company Activity



Visitors – Country Profile

Country	Numbers
Thailand	2,825
Malaysia	125
China	110
South Korea	108
Indonesia	101
India	94
Singapore	68
Philippines	58
Japan	44
Hong Kong	32
Pakistan	29
Vietnam	28
Australia	27
Taiwan	21
United Kingdom	21
United States	20
Iran	19
France	13
Russia	12
Sri Lanka	11
Israel	10
Germany	9
Italy	8
Switzerland	8
Turkey	8
Bangladesh	7
Cambodia	4
Ivory Coast	4
United Arab Emirates	4
Belgium	3
Brazil	3
South Africa	3
Canada	2
Ethiopia	2
Finland	2
Myanmar	2
New Zealand	2
Spain	2
Sweden	2
Ukraine	2
Argentina	1
Colombia	1
Egypt	1
Ghana	1
Kuwait	1
Laos	1
Nepal	1
Portugal	1
Saudi Arabia	1
Tasmania	1
Tibet	1
Uganda	1
Total	

“Every year there are new innovations. in-cosmetics Asia has evolved over the years as more and more manufacturing representatives attend. This is definitely the place to find raw materials for formulations”

**Tommy Rostedt, CEO, Superior Concepts, Thailand
(Visitor)**

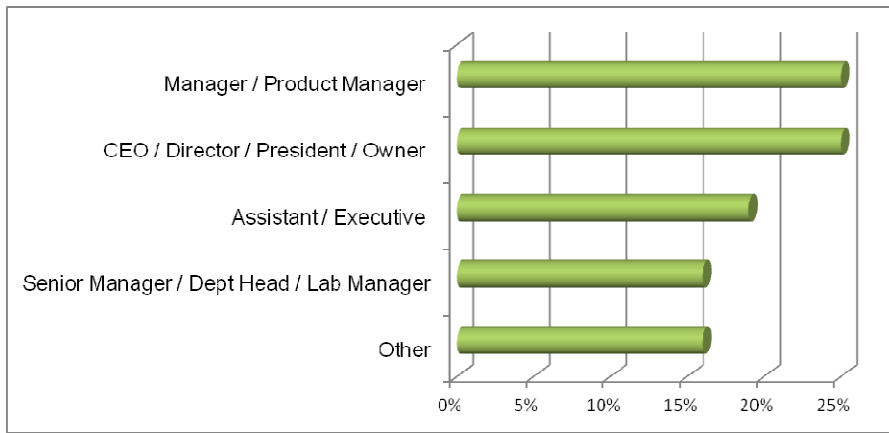


Visitors – Sample of the top companies that attended

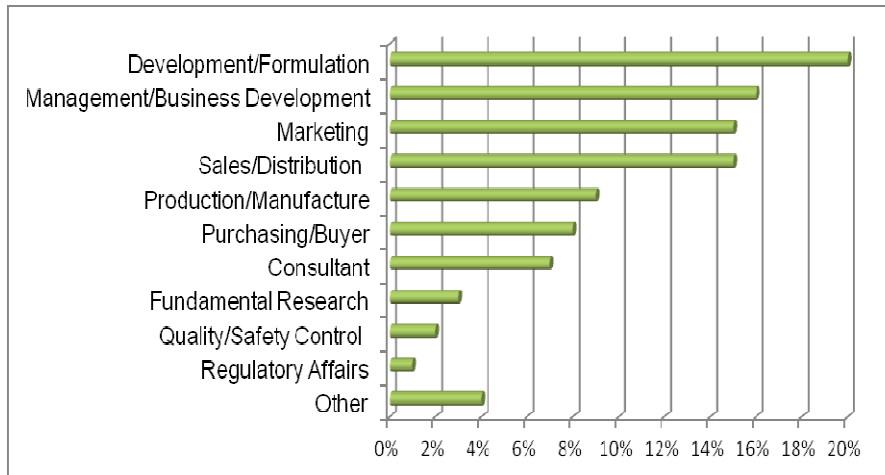
Company	Job title	Country
Beiersdorf	Global Category Manager	Germany
Colgate Palmolive	Technical Director	Thailand
Coreana Cosmetics	R&D Center Head Director	South Korea
Johnson & Johnson	Regional Sourcing Manager	Singapore
Lion Corporation	R&D Executive Director	Thailand
Mandom	Group Leader	Japan
Reckitt Benckiser	Purchasing Manager	Thailand
Shiseido	General Manager	Thailand
Unilever	Global Procurement Manager	China
Wipro Unza	R&D Manager	Vietnam



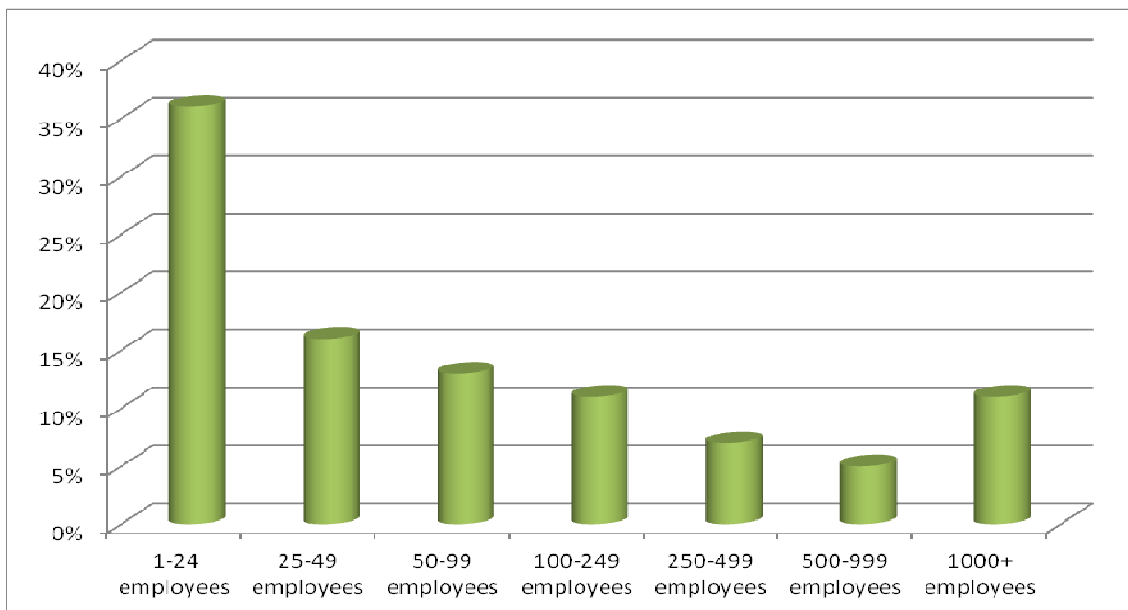
Visitors by Job Profile (%)



Visitors by Job Function (%)



Visitors – Number of employees within the company they work for



"We've had lots of good quality visitors to our stand – 20% domestic, 80% international. in-cosmetics Asia is the place to be for a personal care ingredients manufacturer and it helps us to reinforce our credibility as a supplier to the market"
Mark Labeyt, Global Silicone Marketing Manager, BRB

**Visitors – Market Segment Interest
(% of total visitors)**

Skin Care - Body Care	41%
Skin Care - Facial Care	41%
Hair Care - Shampoo	29%
Skin Care - Protection	29%
Skin Care - Hand / Foot	28%
Hair Care - Conditioning	24%
Toiletries - Bath and Shower	24%
Perfumes & Fragrances	22%
Toiletries - Facial Cleansing	22%
Sun Care - After Sun	20%
Decoratives - Facial Make-Up	19%
Decoratives - Body Make-Up	18%
Toiletries - Hand Wash	18%
Decoratives - Eye Products	16%
Hair Care - Colouring	16%
Hair Care - Styling	15%
Decoratives - Lip Products	14%
Toiletries - Antiperspirant / Deodorant	13%
Sun Care - Self-Tanning	12%
Toiletries - Oral Hygiene	10%
Decoratives - Nail Products	9%
Toiletries - Intimate Hygiene	9%
Toiletries - Shaving	9%
Toiletries - Depilatories	8%

"I love in-cosmetics Asia and I always attend – it's a key event for us. This year I've been very impressed because there are more suppliers and exhibitors in the hall than ever before. I've found a good mix of new and existing exhibitors and I've found more ingredients suppliers for my business. We have over 20 staff attending the show this year"

**Banjaporn Yongka-Uksorn, Manager Sourcing
Department, ILC, Thailand (Visitor)**

in-cosmetics[®]
 ASIA Bangkok, 14-18 December 2011
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Visitors – Product Category Interest (% of total visitors)

Raw Materials & Ingredients	Anti-ageing, anti-wrinkle	33%
Raw Materials & Ingredients	Anti-acne	29%
Raw Materials & Ingredients	Moisturizers	25%
Raw Materials & Ingredients	Additives	24%
Raw Materials & Ingredients	Botanicals, essential oils, plant extracts	24%
Raw Materials & Ingredients	Antioxidants, radical scavengers	23%
Raw Materials & Ingredients	Emulsifiers	22%
Raw Materials & Ingredients	UV filters	22%
Raw Materials & Ingredients	Anti-bacterial	21%
Raw Materials & Ingredients	Vitamins	21%
Raw Materials & Ingredients	Conditioners (skin/hair)	20%
Raw Materials & Ingredients	Emollients, oils, fats	20%
Raw Materials & Ingredients	Fragrances	19%
Raw Materials & Ingredients	Anti-inflammatory, anti-irritants, soothing agents	19%
Raw Materials & Ingredients	Anti-cellulite, slimming, firming	19%
Raw Materials & Ingredients	Anti-dandruff	18%
Raw Materials & Ingredients	Surfactants	18%
Raw Materials & Ingredients	Natural actives	18%
Raw Materials & Ingredients	Hair growth	18%
Raw Materials & Ingredients	Lightening, whitening agents	18%
Raw Materials & Ingredients	Silicones	17%
Raw Materials & Ingredients	Soap bases, syndets	16%
Raw Materials & Ingredients	Preservatives	16%
Raw Materials & Ingredients	Colorants, colour enhancers, dyes, pigment, glitters	15%
Raw Materials & Ingredients	Waxes	15%
Raw Materials & Ingredients	Polymers	15%
Raw Materials & Ingredients	Biological, marine extracts, biofermentation	14%
Raw Materials & Ingredients	Humectants	13%
Raw Materials & Ingredients	Enzymes, enzyme inhibitors	12%
Raw Materials & Ingredients	Deodorants, antiperspirants	12%
Raw Materials & Ingredients	Cooling and heating agents	12%
Raw Materials & Ingredients	Solvents, carriers	12%
Raw Materials & Ingredients	Rheology modifiers, thickeners	11%
Raw Materials & Ingredients	Film former	11%
Raw Materials & Ingredients	Exfoliants	11%
Raw Materials & Ingredients	Solubilisers	11%
Raw Materials & Ingredients	Oral care ingredients	11%
Laboratory & Product Services	Formulation services	10%
Raw Materials & Ingredients	Talcs, clays	10%

“This is the second time we have participated and it is a must do show for us and we are very happy with the quality of the visitors. We exhibit at about eight other exhibitions in this region and this is definitely one of the premium shows. It is one of the best organised trade shows where we can get our customers and VIP’s to visit us. It has been the launching pad for many of our new fragrances and new products in many of the regions”

Alex Ng, Chairman, Reka Nutrition Sdn Bhd, Malaysia

Visitors – Product Category Interest (% of total visitors)

Raw Materials & Ingredients	Fillers, extenders, binders	9%
Laboratory & Product Services	Laboratory equipment	9%
Raw Materials & Ingredients	Dispersants, suspending agents	9%
Laboratory & Product Services	Clinical / efficacy testing services (in-vivo/vitro)	9%
Raw Materials & Ingredients	Petroleum jellies / vaselines	9%
Raw Materials & Ingredients	Aerosols, propellents	8%
Raw Materials & Ingredients	Opacifiers, pearlescents	8%
Raw Materials & Ingredients	Nail polish ingredients	8%
Laboratory & Product Services	Consultancy / marketing	8%
Raw Materials & Ingredients	Insect repellents	8%
Raw Materials & Ingredients	Wet wipes ingredients	7%
Raw Materials & Ingredients	Depilatory	7%
Raw Materials & Ingredients	Tanning agents	7%
Raw Materials & Ingredients	Corrosion inhibitors	6%
Laboratory & Product Services	Contract manufacturing	6%
Laboratory & Product Services	Consultancy / technology	6%
Laboratory & Product Services	Safety standards	6%
Trade Associations & Media	Website software solutions	6%
Trade Associations & Media	Professional and trade associations	6%
Laboratory & Product Services	Quality assurance / contract testing	5%
Laboratory & Product Services	Sensory evaluation	5%
Laboratory & Product Services	Encapsulation / delivery systems	5%
Laboratory & Product Services	Toxicological assessments (in vivo/in vitro)	5%
Trade Associations & Media	Trade show organisers	5%
Trade Associations & Media	Press	4%
Laboratory & Product Services	Sample logistics	4%
Laboratory & Product Services	Machinery rental	3%
Trade Associations & Media	Tourism board	2%

SPONSORS



Stand C30



Stand B70



Stand C30



Stand C30



Official Freight Forwarder



Stand D20



Stand C40



Stand H50



Stand E45



Stand D30



Stand C10



Stand E30



Stand F48



Stand E30



Stand G50



Stand G19

EXHIBITORS - PROFILING

- ▶ Main stand holders: 196
- ▶ Sharers: 72
- ▶ **Total: 268**

- ▶ First time exhibitors: 21%

- ▶ Show size: 3,329m²



Exhibitors – Country Origin

- ▶ Local: 15%
- ▶ International: 85%
- ▶ Asian (total): 57%
- ▶ European: 33%
- ▶ Rest of the World: 10%



Country	Count
Thailand	40
France	40
China	32
South Korea	24
USA	23
Japan	19
Germany	15
India	11
Indonesia	11
Singapore	10
Italy	8
Switzerland	8
Malaysia	5
Spain	4
United Kingdom	4

Country	Count
Hong Kong	3
India	3
Netherlands	3
Finland	2
Philippines	2
Sweden	2
Taiwan	2
Australia	1
Belgium	1
Israel	1
Monaco	1
Morocco	1
South Africa	1
Turkey	1
Total	268



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 ASIA Bangkok, 6-8 November 2012

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