



Post Show Statistics



KEY STATISTICS

Quality was key at in-cosmetics Asia 2009 which took place in Singapore from 13 -15 October. Many exhibitors expressed their delight at the high level of key decision makers visiting, of which 66% came from an international base, almost double that of last year. This highlighted just why in-cosmetics Asia is the leading exhibition and conference in Asia for personal care ingredients.

Sarah Gibson, Exhibition Manager of in-cosmetics Asia commented: "in-cosmetics Asia has really established itself as the training and educational centre for the cosmetics industry in Asia, thanks to the excellent educational programmes each year, covering the hot topics in the region and across the globe. The unprecedented number of international visitors helped create a vibrant and stimulating atmosphere at this year's conference as well as on the exhibition floor."

in-cosmetics Asia 2010 will take place at BITEC, Hall 101-102 in Bangkok, Thailand from 2 to 4 November 2010.

Total unique visitors	2,202*
• International visitors	1,451
• Local visitors	751
Total number of visitors by day (including re-visits)	2,979
• Day 1	1,270
• Day 2	1,099
• Day 3	610
Total number of first-time visitors	51%
Stand space	1,816 m²
Exhibiting companies	139
• Main stand holders	130
• Sharing companies	9

(*Internal Reed Exhibitions audit)

VISITOR PROFILING



GEOGRAPHICAL BREAKDOWN

43 Countries represented:

International Visitors: 66%
Local Visitors: 34%

"We've had a chance to meet and get acquainted with potential new customers so we were very satisfied with the results of this event. in-cosmetics Asia 2009 in Singapore was successful for us."

Mi-Young Jun, Bioland, South Korea

Continents represented:

Asian Visitors: 95.5%
European Visitors: 2.5%
North-American Visitors: 1%
Other: 1%

"in cosmetics-Asia was a fantastic show that I was very happy to be a part of. Attending was a last minute decision, and the show coordinators were extremely helpful and professional. I was almost surprised by the number of serious contacts I made during my stay, and we will definitely return next year."

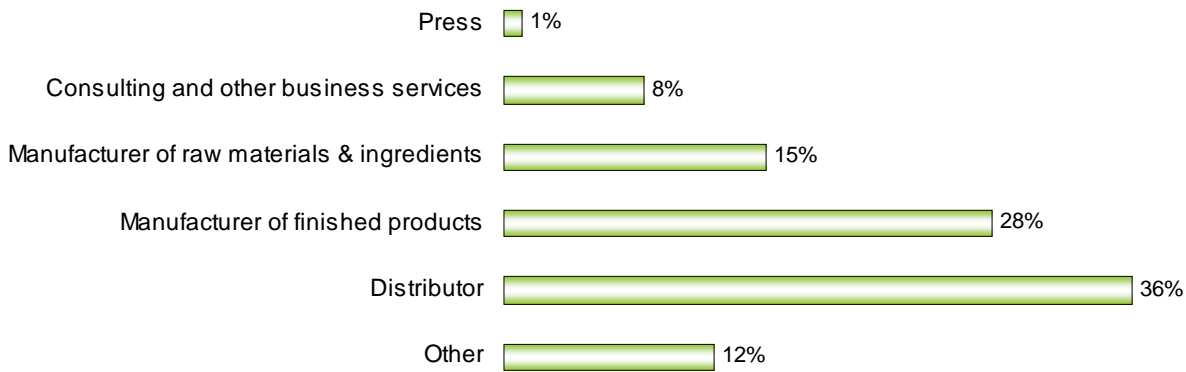
Brian Ecclefield, AMA Laboratories, USA

Country Breakdown:

COUNTRY	Count	%
SINGAPORE	751	34.11%
MALAYSIA	286	12.99%
INDONESIA	226	10.26%
THAILAND	160	7.27%
PHILIPPINES	156	7.08%
SOUTH KOREA	115	5.22%
INDIA	87	3.95%
CHINA	76	3.45%
VIETNAM	50	2.27%
AUSTRALIA	42	1.91%
JAPAN	41	1.86%
TAIWAN	34	1.54%
HONG KONG	32	1.45%
USA	21	0.95%
FRANCE	13	0.59%
MYANMAR	12	0.54%
GERMANY	10	0.45%
ITALY	10	0.45%
UNITED KINGDOM	10	0.45%
IRAN	8	0.36%
ISRAEL	7	0.32%
SOUTH AFRICA	7	0.32%

COUNTRY	Count	%
CANADA	6	0.27%
LAOS PDR	5	0.23%
PAKISTAN	5	0.23%
NETHERLANDS	4	0.18%
NEW ZEALAND	3	0.14%
POLAND	3	0.14%
SRI LANKA	3	0.14%
BRAZIL	2	0.09%
BULGARIA	2	0.09%
COLOMBIA	2	0.09%
FINLAND	2	0.09%
SPAIN	2	0.09%
BAHRAIN	1	0.05%
BOLIVIA	1	0.05%
CHILE	1	0.05%
MAURITIUS	1	0.05%
NEPAL	1	0.05%
NIGERIA	1	0.05%
RUSSIA	1	0.05%
SWITZERLAND	1	0.05%
TONGA	1	0.05%

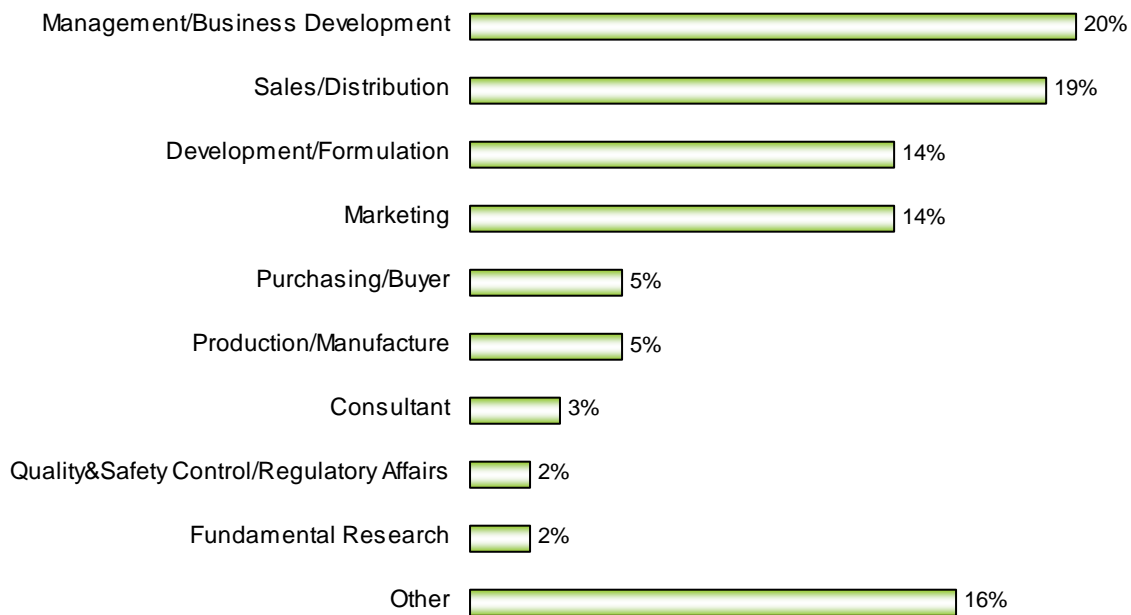
BREAKDOWN BY COMPANY ACTIVITY



BREAKDOWN BY POSITION



BREAKDOWN BY JOB FUNCTION



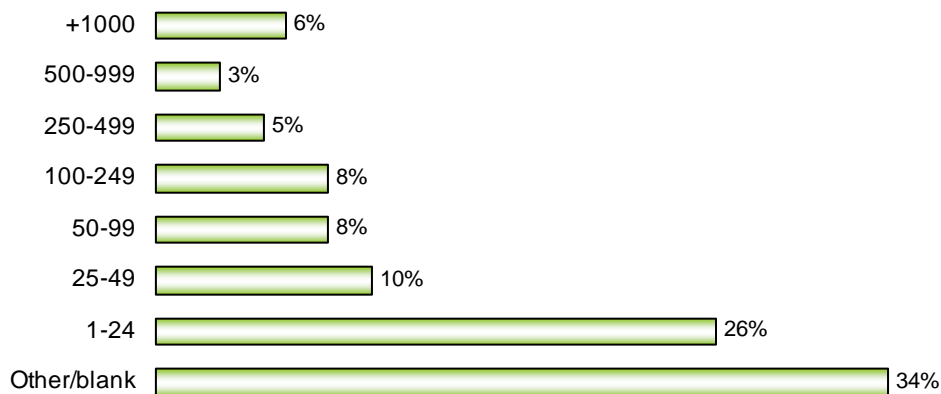
"in-cosmetics Asia met and exceeded our expectations as we saw far more international visitors than anticipated."

Jocey Wu, Dow Personal Care, China

"It was a wonderful exhibition and a wonderful conference on skin-whitening. Congratulations!"

Adam Tang, Amway China, R&D Centre

BREAKDOWN BY NUMBER OF EMPLOYEES



BREAKDOWN BY PRODUCT SEGMENT INTEREST

Type	Product Segment Interest	%
Raw Mat-	Anti-Ageing, Anti-Wrinkle	43.64%
Raw Mat-	Anti-Acne	37.38%
Raw Mat-	Moisturizers	37.13%
Raw Mat-	Emulsifiers	35.83%
Raw Mat-	Anti-Bacterial	35.01%
Raw Mat-	Additives	33.14%
Raw Mat-	Anti-Inflammatory, Anti-Irritants, Soothing Agents	33.04%
Raw Mat-	Antioxidants, Radical Scavengers	33.04%
Raw Mat-	Emollients, Oils, Fats	32.32%
Raw Mat-	Conditioner (Skin/Hair)	32.16%
Raw Mat-	Lightening, Whitening Agents	32.06%
Raw Mat-	Surfactants	30.97%
Raw Mat-	Botanicals, Essential Oils, Plant Extracts	30.92%
Raw Mat-	Anti-Cellulite, Slimming, Firming	30.71%
Raw Mat-	UV Filters	30.71%
Raw Mat-	Anti-Dandruff	29.01%
Raw Mat-	Fragrances	28.90%
Raw Mat-	Vitamins	28.90%
Raw Mat-	Natural Actives	26.37%
Raw Mat-	Hair Growth	25.18%
Raw Mat-	Preservatives	25.18%
Raw Mat-	Silicones	24.51%
Raw Mat-	Colorants, Colour Enhancers, Dyes, Pigment, Glitter	23.47%
Raw Mat-	Biological, Marine Extracts, Biofermentation	23.32%
Raw Mat-	Soap Bases, Syndets	22.85%
Raw Mat-	Waxes	22.65%
Raw Mat-	Humectants	21.98%
Raw Mat-	Rheology Modifiers, Thickeners	21.87%
Raw Mat-	Enzymes, Enzyme Inhibitors	21.82%
Raw Mat-	Solubilisers	21.72%
Raw Mat-	Deodorants, Antiperspirants	21.56%
Raw Mat-	Exfolients	20.99%
Raw Mat-	Solvents, Carriers	19.86%

Type	Product Segment Interest	%
Raw Mat-	Oral Care Ingredients	18.92%
Raw Mat-	Cooling and Heating Agents	18.77%
Raw Mat-	Opacifiers, Pearlescents	18.15%
Raw Mat-	Film Former	17.84%
Raw Mat-	Dispersants, Suspending Agents	17.01%
Raw Mat-	Talcs, Clays	16.91%
Raw Mat-	Fillers, Extenders, Binders	15.93%
Raw Mat-	Insect Repellents	15.15%
Raw Mat-	Petroleum Jellies/Vaselines	13.65%
Lab/Prod-	Formulation Services	13.39%
Raw Mat-	Nail Polish Ingredients	12.41%
Raw Mat-	Depilatory	12.31%
Lab/Prod-	Clinical/Efficacy Testing (In-Vivo/Vitro)	12.20%
Raw Mat-	Aerosols, Propellents	11.79%
Raw Mat-	Tanning Agents	11.07%
Lab/Prod-	Laboratory Equipment	10.44%
Raw Mat-	Corrosion Inhibitors	10.19%
Trade-	Professional and Trade Associations	9.36%
Lab/Prod-	Safety Standards	9.31%
Lab/Prod-	Quality Assurance / Contract Testing	8.79%
Lab/Prod-	Contract Manufacturing	8.69%
Lab/Prod-	Consultancy / Marketing	8.12%
Lab/Prod-	Toxicological Assess.(In Vivo /Vitro)	8.01%
Lab/Prod-	Consultancy / Technology	7.39%
Lab/Prod-	Sensory Evaluation	7.29%
Trade-	Trade Show Organisers	6.77%
Lab/Prod-	Encapsulation / Delivery Systems	6.10%
Trade-	Press	5.27%
Trade-	Tourism Board	4.14%
Trade-	Website Software Solutions	4.08%
Lab/Prod-	Sample Logistics	3.67%
Lab/Prod-	Machinery Rental	2.95%

BREAKDOWN BY MARKET SEGMENT INTEREST

Market Segment Interest	%
Skin Care - Facial Care	61.88%
Skin Care -Body Care	59.43%
Skin Care - Hand/Foot	45.56%
Sun Care - Protection	43.41%
Hair Care -Shampoo	41.92%
Decoratives -Facial Make-up	40.32%
Hair Care -Conditioning	38.57%
Toiletries - Bath and Shower	37.43%
Toiletries - Facial Cleansing	36.58%
Toiletries - Hand Wash	32.29%
Hair Care -Perfumes & Fragrances	30.34%
Sun Care - After Sun	30.04%

Market Segment Interest	%
Toiletries - Antiperspirant / Deodorants	26.95%
Hair Care -Styling	26.85%
Hair Care - Colouring	23.75%
Toiletries - Intimate Hygiene	21.36%
Toiletries - Oral Hygiene	21.26%
Decoratives -Eye Products	19.46%
Decoratives -Lip Products	19.16%
Sun Care - Self-Tanning	19.11%
Toiletries - Shaving	19.11%
Decoratives - Body Make-up	18.16%
Toiletries - Depilatories	15.92%
Decoratives -Nail Products	12.92%

EXHIBITOR PROFILING

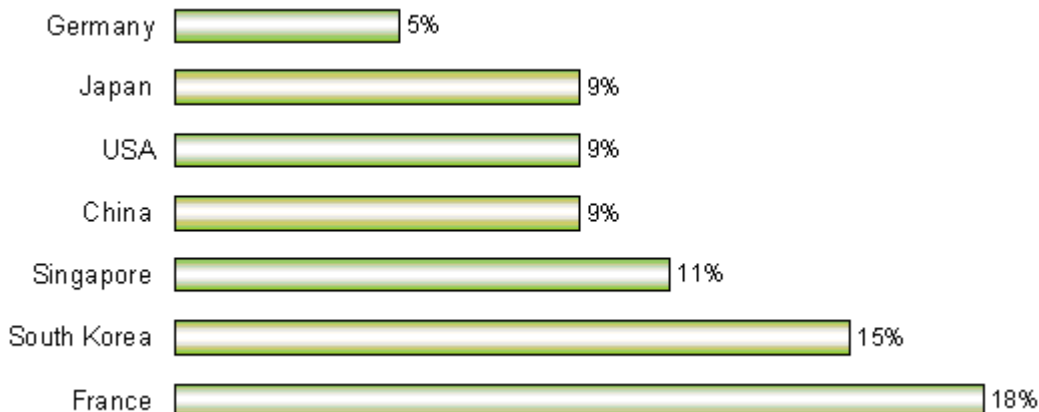


139 Exhibitors:

- Main Stand Holders 130
- Sharing Companies/Other 9

International Exhibitors: 89%
Local Exhibitors: 11%

Top Countries:



20 countries represented	Count
France	25
South Korea	21
Singapore	15
China	13
USA	12
Japan	12
Germany	7
India	6
Switzerland	5
UK	4
Italy	3
Spain	3
Malaysia	3
Hong-Kong	3
Belgium	2
Canada	1
Czech Republic	1
Indonesia	1
Taiwan	1
Thailand	1
Total	139