

3rd

COSME INNOVATION

INT'L COSMETICS DEVELOPMENT EXPO & CONFERENCE

(Formerly: COSMETICS JAPAN)

Dates: June 27 [Wed] – 29 [Fri], 2012

Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

Concurrent Shows: 1st COSME TOKYO — Int'l Cosmetics Trade Fair
25th INTERPHEX JAPAN
6th PHARMA JAPAN — Int'l Pharmaceutical Ingredients Expo & Conference



www.cosme-i.jp/en/



Asia's leading cosmetics exhibition with 500* Exhibitors!

(*expected, including co-held COSME TOKYO)



62,000** professionals visit here for purchasing & business matching!

Specialised in cosmetics development, COSME INNOVATION is the best B to B platform to expand your sales and network where various cosmetics companies in Japan, Korea and other Asian countries gather.

(**expected, including the concurrent shows)



WHAT'S COSME INNOVATION ?

Exhibit Profile — Consists of 5 special zones

in-cosmetics Zone

- Raw Material
- Surface Acting Agent
- Whitening Agent
- Moisturizing Ingredient
- Incense
- Cooling Ingredient
- Pigment
- Ultraviolet Agent
- Emulsion Base
- Antiseptics Material
- Antioxidant Agent
- Iron Chelating Agent etc.



Laboratory Device Zone

- Skin Measurement Device
- Colorimeter
- Property Measurement Device
- Solar Radiation Device
- Surface Tensiometer
- Friction Testing Device
- Testing Kit etc.



OEM/ODM Zone

- Cosmetics OEM/ODM
- Contract Research Organization
- Site Management Organization
- Contract Packaging Service
- Contract Analysis/Testing Service etc.



Container/Packaging Zone

- Bottle (Glass/Metal/Plastic)
- Lid/Dispenser
- Tube (Aluminum/Laminate/Plastic)
- Pouch Container
- Aerosol Can/Container
- Products and services related to all kinds of containers etc.



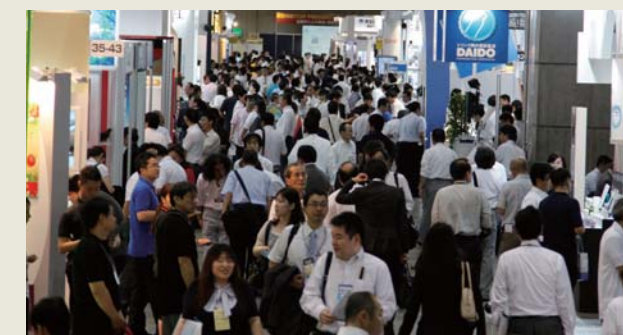
Testing Service Zone

- Clinical Testing Service
- Safety Testing Service
- Stability Testing Service
- Effectiveness Testing Service
- Raw Material Analysis Service
- Product Analysis Service etc.

Held inside COSME INNOVATION:
Academic Forum

Academic professionals unveil their latest research achievements here to promote their business-academia collaborations. This forum contributes to the exhibition by attracting many R&D professionals from cosmetics companies.

Visitor Profile — One-stop venue to meet various cosmetics companies



◆ Cosmetic Manufacturers

- R&D
- Product Planning
- Purchasing/Facilities etc.

◆ Companies with private label cosmetics business

- Drug Stores
- Department Stores
- Salons etc.

◆ Companies launching cosmetics business

- Pharmaceutical Manufacturers
- Food Manufacturers etc.

Concurrent shows

Newly Launched

1st
COSME TOKYO
INT'L COSMETICS TRADE FAIR

COSME TOKYO is JAPAN'S ONLY trade fair specialised in cosmetic finished products. Cosmetics manufacturers from all over the world will exhibit here, which means your most important customers will be exhibiting next to you.

2 pharmaceutical exhibitions are also co-held.

25th **INTERPHEX JAPAN**

6th
PHARMA JAPAN
INT'L PHARMACEUTICAL INGREDIENTS EXPO & CONFERENCE



Exhibit at COSME INNOVATION for your further business development!

Various cosmetics companies visit for purchasing & business matching.



62,000* visitors in 2012.

Gathering visitors not only from all the major cosmetics manufacturers but also from various companies with private label cosmetics business, COSME INNOVATION is appreciated as the most effective platform to acquire new business.

(* expected, including the concurrent shows)

* Comments from the Visitors (2011, excerpt)

SHISEIDO Purchasing

We visited to look for containers and had consultations with almost all the exhibitors. Now we are proceeding consideration, which would lead to an order for several hundred thousand dollars.

AEON RETAIL Beauty Product Div.

We visit the show every year, intending to select OEM partners for our private label skincare products from exhibitors of this show. COSME INNOVATION is the BEST place to look for OEM companies.

AMORE PACIFIC (South Korea) Clinical Skin Research

We are going to introduce natural ingredients for \$375,000. We will certainly visit next time too to introduce the latest ingredients.

JOHNSON & JOHNSON Development

An order for ingredients has been almost decided for \$750,000 in this year. We visit the show every year since it is a one-stop venue to look for both ingredients and containers/packaging.

ROHTO PHARMACEUTICAL Skincare Research Group

We could find many OEM companies we had never got to know. We will visit the 2012 show too, since it is the effective way to consider installation.

AEKYUNG (South Korea) Cosmetic Marketing Team

We are planning to order face masks for \$112,500. We had meetings with almost all the exhibitors, which were precious opportunities to collect information for installation.

* List of visiting companies 2011 (excerpt)

◆ Cosmetic Manufacturers

- | | | | |
|---|---|--|--|
| <ul style="list-style-type: none"> • AEKYUNG • ALBION • AMORE PACIFIC • AMWAY • AVON PRODUCTS • CHIFURE • DHC • DR. CI:LABO • ENPRANI • ESTEE LAUDER COMPANIES • FANCL | <ul style="list-style-type: none"> • FUJIFILM • HABA LABORATORIES • HANKOOK COSMETICS • HOUSE OF ROSE • HOYU • ISEHAN • JOHNSON & JOHNSON • JUJU COSMETICS • KANEBO COSMETICS • KAO • KOSE | <ul style="list-style-type: none"> • KRACIE HOME PRODUCTS • L'OREAL • LION • MANDOM • MENARD • MILBON • MILLIONA COSMETICS • MISSHA JAPAN • NARIS COSMETICS • NIHON LOREAL • NOEVIR | <ul style="list-style-type: none"> • P&G • POLA CHEMICAL INDUSTRIES • SHISEIDO • THE NADREE • TOKIWA PHARMACEUTICAL • UNILEVER JAPAN • UNILEVER R&D SHANGHAI • UTENA |
|---|---|--|--|

◆ Companies with private label cosmetics businesses

- | | | | |
|---|--|---|---|
| <ul style="list-style-type: none"> • AEON RETAIL • ANA TRADING DUTY FREE • ARTNATURE • BANDAI • CAINZ • CATALOGHOUSE • CECILE • DAIMARU MATSUZAKAYA DEPARTMENT STORES • DAYMON WORLDWIDE JAPAN • HANKYU HANSHIN DEPARTMENT STORES | <ul style="list-style-type: none"> • IMAGE • ISETAN MITSUKOSHI HOLDINGS • JAPANESE CONSUMERS' CO-OPERATIVE UNION • JIMOS • JTB TRADING • JUPITER SHOP CHANNEL • KYORINDO • LAWSON • MATSUMOTOKIYOSHI • MEITETSU DEPARTMENT STORE | <ul style="list-style-type: none"> • NISSEN HOLDINGS • NITTELESEVEN • RADISHBO-YA • REVE 21 • RYOHIN KEIKAKU • SAKURA COLOR PRODUCTS • SANRIO • SEIJO • SENSHUKAI • SEVEN-ELEVEN JAPAN • SHIMAMURA | <ul style="list-style-type: none"> • SLIM BEAUTY HOUSE • SOCIE WORLD • SOGO & SEIBU • STYLINGLIFE HOLDINGS • SUGI HOLDINGS • TBC GROUP • THE LOFT • TOMY • WACOAL HOLDINGS • YAMANOBEAUTYMATE |
|---|--|---|---|

◆ Companies launching cosmetics business

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> • AJINOMOTO • ASAHI FOOD & HEALTHCARE • DAIDO PHARMACEUTICAL • DAIICHI SANKYO HEALTHCARE • DAINIPPON SUMITOMO PHARMA • EZAKI GLICO • GLAXOSMITHKLINE • HISAMITSU PHARMACEUTICAL • HOSOKAWA MICRON • HOUSE FOODS | <ul style="list-style-type: none"> • KIBUN FOODS • KIKU-MASAMUNE SAKE BREWING • KIRIN BEVERAGE • KIRIN BREWERY • KOBAYASHI PHARMACEUTICAL • KYORIN PHARMACEUTICAL • MEIJI DAIRIES • MOCHIDA PHARMACEUTICAL • MORINAGA • MORINAGA MILK INDUSTRY | <ul style="list-style-type: none"> • NIHONSAKARI • OMI • OTSUKA PHARMACEUTICAL • ROHTO PHARMACEUTICAL • S & B FOODS • S. T. • SANKYO SEIYAKU • SATO PHARMACEUTICAL • SSP • TAIHO PHARMACEUTICAL | <ul style="list-style-type: none"> • TAISHO PHARMACEUTICAL • TAKARA HOLDINGS • TAKEDA PHARMACEUTICAL • THE COCA-COLA COMPANY • WAKAMOTO PHARMACEUTICAL • YAKULT • YAMADA BEE FARM |
|--|--|---|--|

Exhibitors achieve successful results here.

* Exhibitors' achievements in the previous show (As of July 30, 4 weeks after the show)

Exhibitor Name	Number of Visitors	Achievements through the show	Sales Prediction
EST (OEM)	300	150 meetings & 5 orders	more than \$1,250,000
JASMIN AROMATIQUE ORGANICS (OEM/Ingredients)	1000+	60 promising enquiries	N/A
REGERON (Ingredients)	N/A	15 promising enquiries	\$1,250,000
TAKI CHEMICAL (Ingredients)	510	150 sample orders	\$87,500
TOIN (Container/Packaging)	1000	500 meetings & 210 enquiries	more than \$1,250,000
TOREMY (OEM)	558	256 meetings & 7 orders	more than \$3,750,000

* Comments from the Exhibitors (2011, excerpt)

COSMELAB

Our booth was always crowded with approximately 500 new customers. We could have meetings with major cosmetics companies with whom we had had no connection before. We have already received several orders and new enquiries are still rushing even after the show. Exhibiting at COSME INNOVATION was a big success.



JASMIN AROMATIQUE ORGANICS

Our booth was flooded with visitors all the time, which exceeded our expectation by far. We are extremely satisfied since we could acquire many new customers at a time. The visitors were mainly from major cosmetics manufacturers, OEM manufacturers, private salons, distributors, and so on from Japan, Korea, China and Taiwan.

TOREMY

7 orders have been decided and other 30 projects including huge ones are now proceeding, which we expect to amount to sales for more than \$3,750,000. We could successfully acquire new projects from kinds of customers we had never met. We are very excited to do the following-up activities.



EST

Almost all the visitors were new customers not only from all over Japan but also from overseas. 5 orders will be finalised soon, including huge projects from major cosmetics and pharmaceutical manufacturers. Since the impact of exhibiting was much larger than we had expected, we have decided to double the booth size in the 2012 show.

We know how to assist your business in Japan! - Special Support Services -

"Matching System" - Visitors Search Engine

FREE

Through "Matching System", exhibitors can reach the **visitors database consists of 5,000* highly motivated registrants**. Their needs and budgets are revealed to you, as well as other information such as company name, position, visiting dates, etc. (*expected)

By using Matching System, you can

- ◆ Search for your target customers and look up their needs.
- ◆ Check your target customers' visiting dates and request appointments to them.
- ◆ Prepare proposals in advance so that they match your customers' needs.

•Search your target customers
(Select your products/services.)



(Image)

•Search results
(Visitors whose needs match your products/services appear.)



(Image)

•Information of each visitor
(Company name, Position, Field of interest, Budget, etc.)



(Image)

"e-Guidebook" - Exhibitors Search Engine

FREE

Many visitors use online "e-Guidebook" to search exhibitors before the show and make appointments. By showcasing your products/services on it, you can maximise the number and quality of visitors to your booth.



(Image)

Above services maximise your chance of finding new customers and make your on-site meetings more effective and concrete.



Networking Reception Party for the cosmetics industry

FREE

Show Management hosts a Networking Reception Party for industry's key persons to establish network and exchange information.



(Image)

Other Support Services to enhance your business

VIP Guest Invitation System

FREE

Using VIP Guest Invitation System, you can invite your important customers with special privileges as below. Please use this as an incentive for them to visit the exhibition and your booth.

VIP Customer Privileges

- Privilege 1**
Free invitation to Keynote Session
(Original Price JPY 24,000/previous show)
- Privilege 2**
Free entrance to VIP Lounge
- Privilege 3**
Free entrance to Networking Reception Party



(Image of the concurrent show)

Bilingual Business Signboard Order/Download Service

FREE

In order to appeal to visitors, Bilingual Business Signboards are highly effective. They will help you stand out in the crowded aisles and lead your potential customers to your booth.

ビジネス
パートナー求む
Looking for
Business Partners

新製品
公開中
New Product



(Image of the concurrent show)

Introduction Sheet in Japanese

FREE

Show Management prepares Introduction Sheet describing your company profile in Japanese, which makes your communication with Japanese visitors smoother as an ice-breaking tool.



(Sample)

Interpreter/Translator Agent Introduction Service

OPTIONAL

Preparing local language speakers at your booth is highly recommended.



* Comments from overseas exhibitors on the support services

JASMIN AROMATIQUE ORGANICS (Australia)

Support services by Show Management is **the BEST among all the exhibitions we have exhibited**. We invited our important customers using "VIP Guest Invitation System." In addition, by promoting our products through "e-Guidebook," we received enquiries even before the show.

COSMELAB (South Korea)


We made 5 appointments before the show using "Matching System", which made the meetings smoother and more effective. We appreciate courteous support from the Show Management.

We are happy to welcome you as an exhibitor and support your business expansion in Japan.

**Exhibit at COSME INNOVATION,
the BEST platform in the leading market,
Japan and Asia!**



Organised by

 **Reed Exhibitions**

► **COSME INNOVATION Show Management**

Attn: Jennifer Nie (Ms.) / Megumi Yanai (Ms.) / Hajime Suzuki (Mr.)

Reed Exhibitions Japan Ltd.
18F Shinjuku-Nomura Bldg.,
1-26-2 Nishishinjuku, Shinjuku-ku,
Tokyo 163-0570, Japan
WEB: www.cosme-i.jp/en/

TEL: +81-3-3349-8509
FAX: +81-3-3349-4922
E-mail: cosmetics@reedexpo.co.jp
A division of Reed Business
Registered in England, Number 678540

Contact us ASAP by mail: cosmetics@reedexpo.co.jp