



Post Show Report

COSME Tech 2020 TOKYO

Concluded in Huge Success as Asia's Leading Cosmetics Development Expo

International Cosmetics Development Exhibition - 10th COSME Tech, the leading exhibition in Asia, closed its door with a new record, both in the number of visitors and exhibitors. 28,670 professionals from across Japan attended the 2020 edition as well as a significant number of participants from Asia, and 816 exhibitors from 25 countries/regions.

【Exhibition Outline】

Exhibition Title	COSME Tech 2020 - 10th Int'l Cosmetics Development Expo
Dates	January 20 - 22, 2020
Venue	Makuhari Messe, Japan
Organised by	Reed Exhibitions Japan, Ltd.
Concurrent Show	COSME TOKYO 2020 - 8th Int'l Cosmetics Trade Fair
	INNER BEAUTY TOKYO 2020 -3rd Beauty & Health Foods Expo
Co-held Event	Conference
Exhibits	<p>All kinds of cosmetics development solutions such as</p> <ul style="list-style-type: none"> - OEM/Contract Manufacturing - Packaging, Containers - Ingredients - Tools & Accessories - Logistics Solutions - Lab Devices, Testing - Agitator, Emulsion - Sales Promotion Services etc.
Visitors	<p>R&D, Products Planning, Promotion div. from</p> <ul style="list-style-type: none"> - Cosmetics/ Toiletries Manufacturer - Newcomer from Other Industries (Food, Drink, etc.) - Retailers with Private Label Cosmetics - Ingredients Importer etc.

2020 Highlights

Since its launch, COSME Tech – INT’L COSMETICS DEVELOPMENT EXPO has been growing continuously, and it has certainly become a progressively more important show in the Asian cosmetics industry. As the show delivers eight specialized zones covering all aspects of cosmetic development, it has a wide range of visitors such as R&D, product planning, innovative, marketing, and importers, all of whom were genuinely excited to find new solutions for improving their cosmetics.



One of the highlights of the 2020 edition was the participation of worldwide exhibitors from Europe, the USA, Southeast Asia, and other Asian countries. Once visitors entered the exhibition hall, they were astonished to see international booths and national pavilions from Italy, Korea, Thailand, Taiwan, and China in lined corridors. In order to respond to diversified consumer needs, Japanese manufacturers are now trying to take global trends into Japan. In such a situation, COSME Tech has become increasingly attractive as a remarkable annual venue where Japanese cosmetics manufacturers like SHISEIDO, KAO, and POLA can compare and find new international business partners. As it can be seen from the floor plan, it was filled with productive business talks in various languages such as English, Chinese, and Korean, and it can be said that the show has become an indispensable event as an international business platform in the cosmetics industry in Japan & Asia.



Another impressive scene of this year was the exhibits with Japan's high quality cosmetics that impressed international visitors. The scene was one in which international visitors were excited to familiarize themselves with the latest and advanced Japanese solutions which have been presented exclusively at COSME Tech. In particular, the booths with tea seed oil (ingredients zone), plant-based Eco-friendly containers (Container/Packaging zone), and COSMOS ORGANIC certified OEM (OEM/Private Label zone) were busy during the show holding meetings with international visitors. The scenery and atmosphere in the 3-day show is proof that COSME TOKYO established its position as the best show to find Japanese partners.

Conferences by SHISEIDO, POLA, and FANDEL gave in-depth lectures to COSME Tech Visitors

Another reason why the show has attracted world's cosmetics manufacturers is the conferences held by industry leaders. Welcoming world's leading Japanese companies like SHISEIDO, POLA, and FANDEL, the conferences were held every day inside exhibition halls. The topics of the conferences covered a wide range of the interests in the industry. For instance, POLA presented their approach to and vision of personalized cosmetics, and SHISEIDO spoke about the future of Media



Communication. The venues were filled with visitors who were eager to learn about the marketing strategies of leading companies. In the 2020 edition, the Show Management invited the top three Chinese cosmetics mediums for the first time, and they discussed the latest Chinese cosmetics market and forefront marketing trend.

Two co-held shows produced a comprehensive beauty trade show

COSME Tech visitors were also excited with two beauty related co-held shows held under the same venue. The 8th COSME TOKYO - Japan's largest and the most international cosmetics trade show, gathered all kinds of cosmetics made in Japan and worldwide, and the other show, the 3rd INNER BEAUTY TOKYO for all kinds of beauty & health foods, offered COSME Tech visitors a great opportunity to grasp the latest cosmetics trends for improving their own new cosmetics.



Join as an exhibitor!

Expectations for the next show is increasing rapidly

Reflecting to the high demands from both visitors and exhibitors, Show Management decided to held COSME Tech twice in a year. The upcoming is newly launched at Osaka (9th - 11th September, 2020 at INTEX Osaka) which supposed to gather 240 exhibitors and 12,000 visitors. As the leading cosmetics development trade show in the western Japan, the show is gaining a big attention from the first edition.

Tokyo edition (13th - 15th January 2021 at Tokyo Big Sight) returns scaled up with 1,000 exhibitors by welcoming newly launched show “**ESTHEC JAPAN - 1st INT’L AESTHETIC MEDICINE & BEAUTY EXPO**” for all kinds of products/ services for aesthetic and beauty salon. Considering on the massive success of this year, both TOKYO and OSAKA will be, undoubtedly, filled with even more productive business meetings and discussion. *expected, including co-held shows

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For Exhibiting

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For Visiting (Free Visitor Ticket Request)

Online Form: https://www.cosme-i.jp/inv_en/

Email to: visitor-eng.ci@reedexpo.co.jp