

# POST SHOW REPORT 2017

## ASEANbeauty

Southeast Asia's Premier Beauty Show

The Beauty  
Trade Show  
for Industry  
Professionals

27 - 29 April 2017 | BITEC, Bangkok, Thailand.



Total Visitor No.

# 8,440



from more than 47 countries  
around the world

An overwhelming response by **more than 248 exhibitors from 15 countries** and **visitors from more than 47 countries** around the world created a highly vibrant atmosphere at ASEANbeauty 2017 during the 3-day show. ASEANbeauty 2017 became an indispensable instrumental for the region's beauty and wellness industry as well as exhibitors and visitors who actively engaged to grow their businesses and increase their market presence. The show successfully attracted the highest-quality international buyers who were active in forging a stronger business relationship with leading brands and products in ASEAN's beauty and wellness market. More importantly, new knowledge and market information from leading experts in various areas of beauty and wellness were given out to thousands of interested audiences who were enthusiastic business owners and industry professionals from around ASEAN. In conclusion, ASEANbeauty 2017 successfully fulfilled the pledge to elevate both the level of trade and standards of Thailand's and regional beauty and wellness sector that will lead to further growth in the global markets in the future.

## A high performance event



**36%**  
of visitors

were happy with  
collect market  
information from  
visited ASEANbeauty

**33%**  
of visitors

were quite satisfied  
with the business  
opportunity from  
visited ASEANbeauty

**40%**  
of visitors

were quite satisfied  
with product quality  
from visited  
ASEANbeauty

**41%**  
of visitors

were quite satisfied with  
update new product  
& service from  
visited ASEANbeauty

**34%**  
of exhibitors

will participate  
again in  
ASEANbeauty  
2018

Visitors number  
increased by  
**27%**  
from 2016



Top  
**5** ASEAN countries  
participated in ASEANbeauty 2017



1. Thailand
2. Cambodia
3. Malaysia
4. Singapore
5. Philippines

Loyalty:

# 6.94

7 out of 10 visitors will  
come back again next year



Over **2,500**  
total match making  
are made during previous show

We are happy to be a platform  
for your business to achieve success at an international level





# The vibrant atmosphere within ASEANbeauty 2017



“  
It's good  
opportunity  
to find a business  
partner directly.  
”

THAY Srey Nett  
MyFace Shop  
Cambodia

“  
Fabulous,  
it is well organise  
and manage  
”

Chandrashekhar Gaiki  
MVS DYES AND CHEMICALS CO.,LTD.  
Thailand

“  
Thank you so much for organize this  
wonderful exhibition, It is very useful  
and comfortable, I have found a few  
company that we might have some  
business together. Thank you so  
much one again for hospitality and  
your kind support, Hope to see you  
again next event  
”

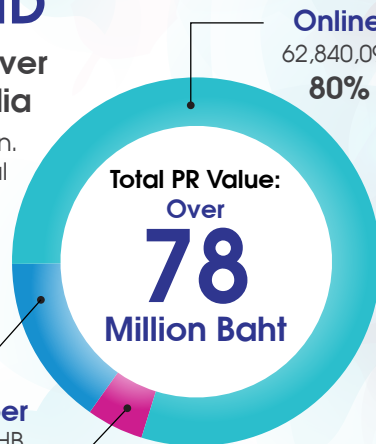
Somsavath Khemsuliyajak  
SK Herbal Co., Ltd.  
Myanmar

## THE ULTIMATE MEDIA COVERAGE BEAUTY EXPO IN THAILAND

**Go viral** we earned over  
**THB 78 million media  
value** for the 2017 edition.  
Promote in different local  
and international  
media

**TV**  
12,000,708 THB  
**15%**

**Newspaper**  
3,983,055 THB  
**5%**



**Online**  
62,840,098 THB  
**80%**

We look forward to seeing you  
again at ASEANbeauty 2018,  
the most comprehensive platform  
for beauty and wellness within the  
ASEAN region.

**SEE YOU  
THERE**

**ASEANbeauty**  
Southeast Asia's Premier Beauty Show

**3 - 5 May 2018** | BITEC, Bangkok, Thailand.

\*Based on ASEANbeauty 2017 exhibitors and visitors post show survey.

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