

Be it

BioBeauty & BioFit
2012

Asian's whites are light brownish white to pinkish white and pearly white.

You've got to be here to feel the right colours.

ASEAN's International Exhibition on Natural Beauty Products, Fitness and Wellness

29 March - 1 April 2012, IMPACT, Bangkok.

Trade Days: 29-30 March 2012

Public Days: 31 March - 1 April 2012

Natural Beauty, Truly Asian

Co-located with:



Health Food & Ingredient Thailand 2012

The 2nd ASEAN's International Health Food, Ingredient and Food Technology Supply Trade Exhibition and Conference

Concurrent Event: IFET 2012
International Congress on Food Engineering and Technology 2012



Organized by:



Food Industry Network Co., Ltd.

Managed by:



Bangkok Exhibition Congress

Supported by:



FACT SHEET

Show Title	BioBeauty & BioFit Asia 2012 The 1 st ASEAN's International Exhibition on Natural Beauty Products, Fitness and Wellness
Co-located:	The 2nd Health Food & Ingredient Thailand (HFIT 2012)
Date	29 March - 1 April 2012 (Thursday till Sunday)
Venue	Hall 9, IMPACT EXHIBITION CENTER, BANGKOK, THAILAND
Time	10am to 6pm (29-30 March 2012) 10am to 20pm (31 March - 1 April 2012)
Website	www.biobeautyshow.com

Exhibit Profile:

Manufacturers, Exporters, Distributors, Agents, Suppliers and Service Providers of the following: **Natural Cosmetics and Personal Health Care Products, Holistic Health Care, Aromatherapy Products & Service, Health Supplements, Professional Care Products, Equipment & Solution for Health Care & Anti-Aging Providers & Centers, Health & Beauty Salon, Spa & Wellness Facilities, Packaging & Processing Equipments, Contract Manufacturing & Private Label (OEM/ODM), Raw Materials, Medical Aesthetic Products & Equipments, Product Development Specialists & Design Centers, Fitness and Body Building Centers and Consultants**

Expected No of Companies Exhibiting: 150 companies

Visitor Profile:

Health & Beauty Spa and Salon Owners • Aesthetic & Wellness Center • Fitness Center
• Importers • Department Stores • Supermarkets • Pharmacies & Chain Stores • Hotels
• Hospitals • Beauticians • Dermatologists • Health Specialists & Professionals • Local Product Manufacturers • Researchers • Institutes & Universities • Trade Associations
• Trade Publications • Government Bodies

Show Publicities:

Personal Visits to government ministries, trade associations, chambers of commerce, ASEAN embassies, SMS (Short Messaging Service), posters and visual displays websites, editorial coverage and advertising in major trade business magazines and newspapers, targeted direct mail and email invitations, visitor tickets distribution to trade professionals, specialists and key buyers, printed of show directory and highlights on exhibits.

Supported By:

Organized by:



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Supporting Media :





Your passport to Asia's \$14.8 bn natural beauty products market

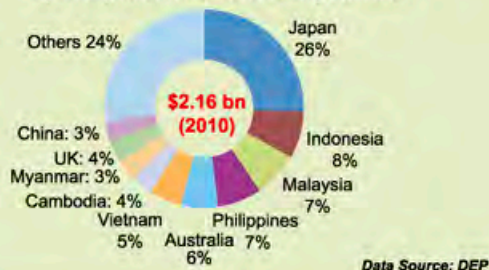
Be it BioBeauty & BioFit 2012 is your natural partner to tap into Asia's multi-billion dollar natural and organic beauty market which Kline's 'Global Natural Care Market Report' forecasts to reach a volume of \$14.8 billion by 2014. The figure compares well with Europe's \$6.3 billion and the USA's \$5.8 billion market volumes for the same period. In 2010 the global natural care market stood at \$ 23.1 billion, up from US\$ 20.1 billion in 2009, according to the same source.



makes use of Thailand's well-laid out trade networks.

Through **BioBeauty & BioFit 2012** emerging natural beauty and body care industries and renowned global brands can avail Thailand's well-laid out beauty products trading routes to Japan, Indonesia, Malaysia, Philippines, Australia, Vietnam, Cambodia, Myanmar, UK, China and others. Last year, Thailand's exports of beauty and spa products to the above countries amounted to \$2.16 billion. The Thai beauty products market itself is huge with projected revenue of 15 billion Baht (\$488 million) in 2011.

Thailand's Well-Established Trade Links
Top 10 Export Destinations of Beauty Products



targets the main supply chains of natural beauty products in Asean and nearby regions.

Trade-Day Visitors

- Health & Beauty Spas and Salons
- Aesthetic & Wellness Centers
- Fitness Centers
- Importers
- Pharmacies/Drugstores
- Natural Cosmetics Manufacturers
- Department Stores/Supermarkets
- Wholesalers/Distributors
- Hotels & Hospitals
- Beauticians
- Health Specialists
- Dermatologists
- Institutes & Universities
- Trade Associations
- Trade Publications

Public-Day Visitors

- Health - conscious people
- Beauty & Body conscious people
- Celebrities
- Fashion Setters
- General Public of all ages



is your natural choice"



also draws on the relevant visitors of Health Food & Ingredients Thailand (HFIT).

HFIT, held in March 2011, was participated in by 236 exhibitors and 24,206 visitors of which 1,568 were from overseas and 22,638 from Thailand.

Participants hailed from 31 countries comprising Australia, Bangladesh, Belgium, Cambodia, Canada, China, Egypt, France, Germany, Hong Kong, India, Indonesia, Iran, Italy, Japan, Korea, Laos, Malaysia, Maldives, Myanmar, Nepal, Nigeria, Philippines, Singapore, South Africa, Sweden, Taiwan, Turkey, UK, USA and Vietnam.



has a holistic approach to beauty, wellness and fitness as shown by its closely related exhibit profile.

Exhibit Profile:

Processors/Producers, Exporters, Distributors, Agents, Suppliers and Service Providers of the following:

• Beauty Care/Cosmetic Products

- Anti-Ageing
- Color Cosmetics
- Hair Care
- Makeup
- Skin Care
- Whitening Cosmetics

• Cosmetics Processing Equipment

• Cosmetics Packaging Services

• Health/Nutrition

- Beauty Food
- Diet Food
- Herbal Medicine
- Sports Nutrition
- Vitamins/Minerals

• Ingredients and Raw Materials

• Contract Manufacturing (OEM/ODM)

• Fitness Services/Equipment

- Fitness/Aerobics
- Weight Management

• Personal Hygiene

- Anti-Dandruff
- Deodorant
- Oral/Dental Care
- Perfumes
- Toiletries

• Spa/Wellness/Aesthetic Center

- Beauty/Holistic Centers
- Aroma Therapy Spa Services
- Yoga Centers

• Special Services

- Outsourcing/subcontracting
- Laboratory Service

