



## EXHIBITING INFORMATION

# COSME OSAKA 2022

3rd INT'L COSMETICS TRADE FAIR OSAKA

Dates: **September 28[Wed] – 30[Fri], 2022**

Venue: **INTEX Osaka, Japan**

Organised by: **RX Japan Ltd.** Formerly Reed Exhibitions Japan Ltd.

Co-held Show: **COSME Tech OSAKA -3rd INT'L COSMETICS DEVELOPMENT EXPO OSAKA**

# COSME TOKYO 2023

11th INT'L COSMETICS TRADE FAIR TOKYO

Dates: **January 11[Wed] – 13[Fri], 2023**

Venue: **Tokyo Big Sight, Japan**

Organised by: **RX Japan Ltd.** Formerly Reed Exhibitions Japan Ltd.

Co-held Shows: **COSME Tech TOKYO -13th INT'L COSMETICS DEVELOPMENT EXPO TOKYO**  
**INNER BEAUTY TOKYO 2023 -6th BEAUTY & HEALTH FOODS EXPO**  
**ESTHEC JAPAN -3rd INT'L AESTHETIC MEDICINE & BEAUTY EXPO**  
**2nd COSMETICS MARKETING EXPO**  
**1st HAIR EXPO TOKYO**



Scenes from 2020 Osaka Show & 2021 Tokyo Show



# Best Gateway to Japan & Asia's **Cosmetics Industries** !

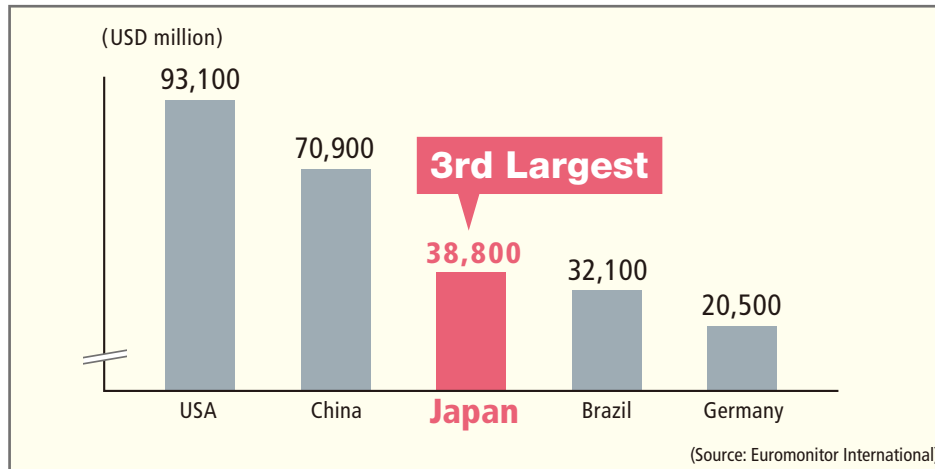




# Join Attractive **Cosmetics Market, Japan**

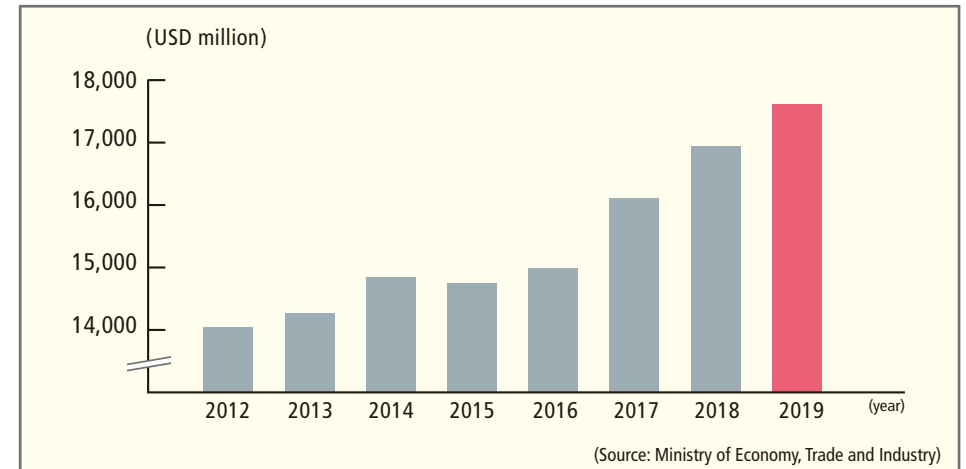
## 1 Japan - World's 3rd Largest Market

### ■ Global comparison - Revenue 2020



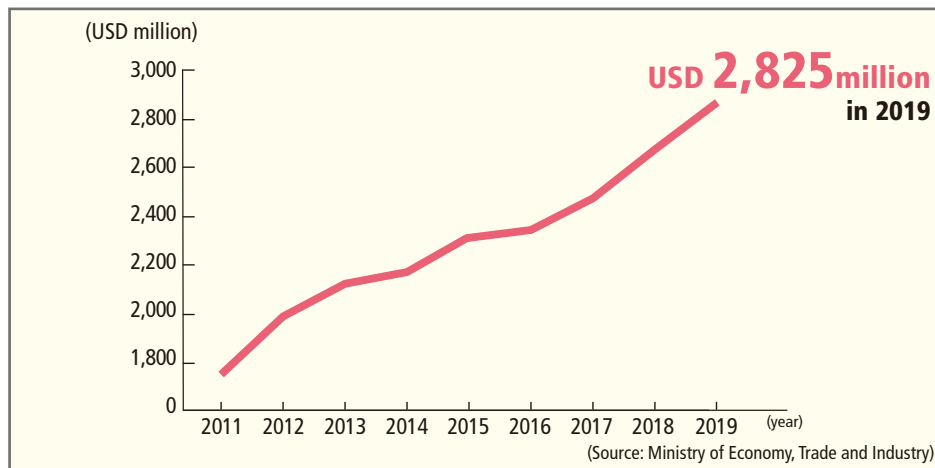
## 2 Cosmetics Market is Growing in Japan

### ■ Total Cosmetics Manufactured in Japan



## 3 Growing Imported Cosmetics Market in Japan

### ■ Amount of Cosmetics Import in Japan



## Home Beauty Care is Now in Trend!

"Ouchi Biyou" (= Home Beauty Care) is now in trend under COVID-19. Japanese people are more invested in their home beauty care (Skin care, Body care, nail, etc.) since they spend more time at home. Now is the best time to expand your products in Japan, since the use of personal care is rising.



(ORICON NEWS)



(Nichiyohin-keshohin Shimbun)

# B to B Show Specialised in Cosmetics Industries

## EXHIBITORS

Manufacturers/Trading  
Companies which deal with

- ◆ Skin Care
  - ◆ Colour Cosmetics
  - ◆ Natural/Organic Products
  - ◆ Hair/Body Care
  - ◆ Men's Cosmetics
  - ◆ Fragrance
  - ◆ Spa Beauty
- etc.



## Business Meetings at COSME TOKYO

- ◆ Find New Business Partners
  - ◆ Take Orders
  - ◆ Promote Your Products/PR
- etc.



## VISITORS

- ◆ Distributors/  
Importers
  - ◆ Retailers
    - Cosmetics Shops
    - Lifestyle Shops
    - Department Stores
    - Online Shops
    - Drug Stores
  - ◆ Salons, Spas,  
Hotels/Clinics
- etc.



# Most International Cosmetics Show in Japan

COSME OSAKA/TOKYO is regarded as the first step to the Japanese cosmetics market. International companies choose COSME OSAKA/TOKYO because of the high quality buyers. Our goal is to become the most worldwide show.

## ■ Many international pavilions at COSME OSAKA/TOKYO

### List of International Pavilions

(in alphabetical order, including regions and co-held shows in previous shows)

- |          |          |          |            |         |
|----------|----------|----------|------------|---------|
| - Canada | - China  | - France | - Germany  | - Italy |
| - Korea  | - Poland | - Taiwan | - Thailand | - USA   |



## ■ Companies come from worldwide to exhibit

### List of 25 countries/regions that exhibited in 2020

(in alphabetical order, including co-held shows)

- |            |            |           |               |               |
|------------|------------|-----------|---------------|---------------|
| - Austria  | - Brazil   | - Canada  | - China       | - Colombia    |
| - Egypt    | - France   | - Germany | - Greece      | - Hong Kong   |
| - Israel   | - Italy    | - Japan   | - Korea       | - New Zealand |
| - Poland   | - Portugal | - Spain   | - Switzerland | - Taiwan      |
| - Thailand | - UAE      | - UK      | - USA         | - Vietnam     |

## ■ International exhibitors' comments (excerpts)

### CABANEE ENTERPRISES (Canada)

Exhibited products : Organic Skin Care

- For business expansion in Japan, COSME OSAKA/COSME TOKYO is **highly recommended for international companies.**
- Around **200 professionals visited our booth**, and had great meetings with them such as one of the biggest department stores.

### J-LAB (Korea)

Exhibited products : Skincare & Face masks

- We got around **300 business cards and 30 on-site meetings with various retailers.**
- Many of them will **lead to actual business partnerships**, and we're expecting even more.

### Patom Organic Living (Thailand)

Exhibited products : Hair & Body Care

- We exhibited at the show to meet distributors since we see **potential in the Japanese market.**
- It's been great because we could **meet well known brands such as Alibaba and Amazon Japan.**



# Meet High Quality Visitors On-site

To enter the Japanese cosmetics market exhibitors need to find an importer/distributor who will register your products. It is also important to promote your products/services to the end users. At COSME OSAKA/TOKYO you can meet your target customers as below:

## Visitors from previous shows

### Distributors / Importers

◆ CHUO BUSSAN	◆ DOSHISYA	◆ IDA RYOGOKUDO	◆ ITOCHU	◆ KATASE
◆ MAKE UP	◆ MITSUBISHI	◆ OHYAMA	◆ PALTAC	◆ TAKIGAWA

etc.

### Retailers

#### Cosmetics Shops

◆ @COSME	◆ AINZ TULPE	
◆ BEAUTY APOTHECARY	◆ COSME CLINIC	◆ COSME KITCHEN
◆ FRUIT GATHERING	◆ INCUBE	◆ ISETAN MIRROR
◆ ITS' DEMO	◆ MAKE UP SOLUTION	
◆ PLAZASTYLE	◆ SHOP IN	

etc.

#### Online Shops

◆ AEON.COM	◆ AMAZON	◆ CATALOGHOUSE
◆ DINOS CECILE	◆ GRAND MARCHE	
◆ JUPITER SHOP CHANNEL	◆ NISSEN	
◆ QVC JAPAN	◆ RAKUTEN	

etc.

### Salons/Spas/Hotels

◆ AESTETIC TBC	◆ HOSHINO RESORTS	◆ HOTEL NEW OTANI	◆ MISS PARIS
◆ SHINAGAWA COSMETIC SURGERY	◆ SHONAN BEAUTY CLINIC	◆ SLIM BEAUTY HOUSE	◆ SOCIE WORLD

etc.

(Visitors from 2020 Osaka Show & 2020, 2021 Tokyo Show including co-held shows, and also from virtual platform/excerpts, in random order)



# Exhibit in Both Osaka and Tokyo

## Osaka Show

Dates: September 28<sup>(Wed)</sup> – 30<sup>(Fri)</sup>, 2022

Venue: INTEX Osaka, Japan

### ◆ Number of Exhibitors:

in 2022 **300**<sup>\*1</sup> Exhibitors

\*1 expected/including co-held show

### ◆ Number of Visitors:

in 2022 **20,000**<sup>\*1</sup> Visitors

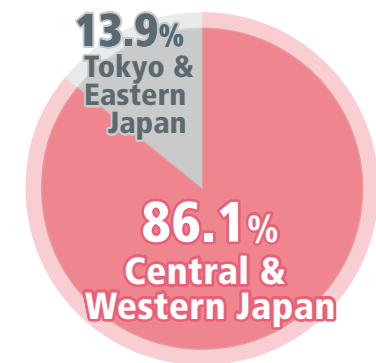
\*1 expected/including co-held show

### ◆ Why OSAKA?

- Osaka plays a major role in the economy of Western Japan, and is **the 2nd largest city in Japan**.
- **A large number of retailers and cosmetics-related companies' HQs** are located in the OSAKA region.
- Many visitors come from small and medium enterprises, which makes them able to **make quick decisions**.

### Most Domestic Visitors are from Central & Western Japan

<2020 Japanese Visitor Breakdown by Region>



### < 2022 Floor Plan (preliminary, INTEX Osaka) >

\*2 "Largest" in reference to the exhibitor number of trade shows with the same concept.

<Hall 5>

Co-held show

## COSME Tech OSAKA

3rd INT'L COSMETICS DEVELOPMENT EXPO OSAKA

Western Japan's leading exhibition for cosmetics development



<Hall 4>

## COSME OSAKA

3rd INT'L COSMETICS TRADE FAIR OSAKA

Western Japan's largest<sup>\*2</sup> & most international show specialised in cosmetics & toiletries



Scene from 2020 Osaka Show



# Exhibit in Both Osaka and Tokyo

## Tokyo Show

Dates: January 11 (Wed) – 13 (Fri), 2023

Venue: Tokyo Big Sight, Japan

### ◆ Number of Exhibitors:

in 2023 **1,000** <sup>\*1</sup> Exhibitors  
\*1 expected/including co-held shows

### ◆ Number of Visitors:

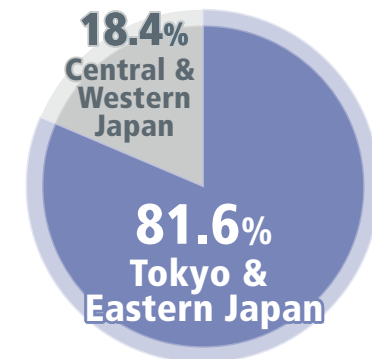
in 2023 **35,000** <sup>\*1</sup> Visitors  
\*1 expected/including co-held shows

### ◆ Why TOKYO?

- Global business hub in Japan & Asia, and the largest cosmetics exhibition in Japan.
- Tokyo is the place where the cutting-edge of trends gather.
- High quality visitors come from Japan and Asia, which will help expand your business.

### Most Domestic Visitors are from Tokyo & Eastern Japan

<2020 Japanese Visitor Breakdown by Region>



## < 2023 Floor Plan (preliminary, Tokyo Big Sight) >

\*2 "Largest" in reference to the exhibitor number of trade shows with the same concept.

### < Hall 7-8 >

## COSME TOKYO

11th INT'L COSMETICS TRADE FAIR TOKYO

Japan's largest<sup>\*2</sup> & most international show specialised in cosmetics & toiletries



### Co-held show

## ESTHEC JAPAN

3rd INT'L AESTHETIC MEDICINE & BEAUTY EXPO

Japan's trading show specialised in Aesthetic Medicine & Beauty



### Co-held show

## 1st <sup>NEW</sup> HAIR EXPO TOKYO

Japan's leading exhibition for hair care products and development



### Co-held show

## INNER BEAUTY TOKYO

6th BEAUTY & HEALTH FOODS EXPO

Japan's leading exhibition for beauty and health foods



### Co-held show

## 2nd COSMETICS MARKETING EXPO

Japan's first exhibition specialised in cosmetics branding & Sales/Marketing promotion



### Co-held show < Hall 4-6 >

## COSME Tech TOKYO

13th INT'L COSMETICS DEVELOPMENT EXPO TOKYO

Japan's leading exhibition for cosmetics development





# Matching & Marketing Services Maximise Your Business

## 1 One-to-One Matching Support with Japanese Distributors

### <3 Steps of Matching Services>

1. Show management sends exhibitor information to Japanese distributors.
2. Show management makes appointments before the show, and take distributors to your booth.
3. You have more opportunities to have deep business meetings with them.



## 2 Meetings Arranged with International Premium Buyers

### “International Premium Buyers” :

Top retailers/importers from overseas.

Show Management will invite them and arrange meetings.  
It is a great platform for you to meet international visitors.

### <Excerpts of international visitors of COSME TOKYO 2020>

Company name	Country/Region	Company name	Country/Region
A.S. Watson	Hong Kong	INGENIOUS GIFTING	Taiwan
EVERYDAY HAPPY	Thailand	RIVE GAUCHE	Russia
Golden Corner	Malaysia	SA SA COSMETIC	Hong Kong
HYUNDAI DEPARTMENT STORE	Korea	TYCOON ASIA PACIFIC GROUP	Hong Kong

## 3 Extensive Service for Maximising Your Result

Highlight Page of exhibitor's products on official website



(Image)

Emails featuring international exhibitors



(Image)

Promotion by SNS Influencers invited by Show Management



(The Post of the Previous Show by Influencer)

Exhibitor & Product Search Page for your pre-show publicity.



(Previous Online Catalogue)

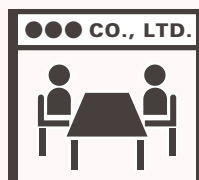
**Click below for the information  
to exhibit at Osaka & Tokyo Show !**



**Floor Plan**



**Participation  
Cost**



**Booth  
Decoration  
Image**



**Contract  
Form**



**Remote  
Exhibiting  
Plan**



**Exhibit space is limited. Please book your space NOW !**

**For More Information, Contact Us!**

Tel: +81-3-3349-8587

E-mail: [cosme-tokyo.jp@rxglobal.com](mailto:cosme-tokyo.jp@rxglobal.com)

Organiser: **RX Japan Ltd.** Formerly Reed Exhibitions Japan Ltd.  
**COSME TOKYO Show Management**

18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan  
Tel: +81-3-3349-8587 Fax: +81-3-3349-4922 E-mail: [cosme-tokyo.jp@rxglobal.com](mailto:cosme-tokyo.jp@rxglobal.com) Web: [www.cosmetokyo.jp/en/](http://www.cosmetokyo.jp/en/)

A division of Reed Business Registered in England, Number 678540