



*Newly launched!*

1st

# COSME TOKYO

INT'L COSMETICS TRADE FAIR

*The BEST platform to target the attractive market —Japan & Asia.*

Dates: June 27 [Wed] – 29 [Fri], 2012

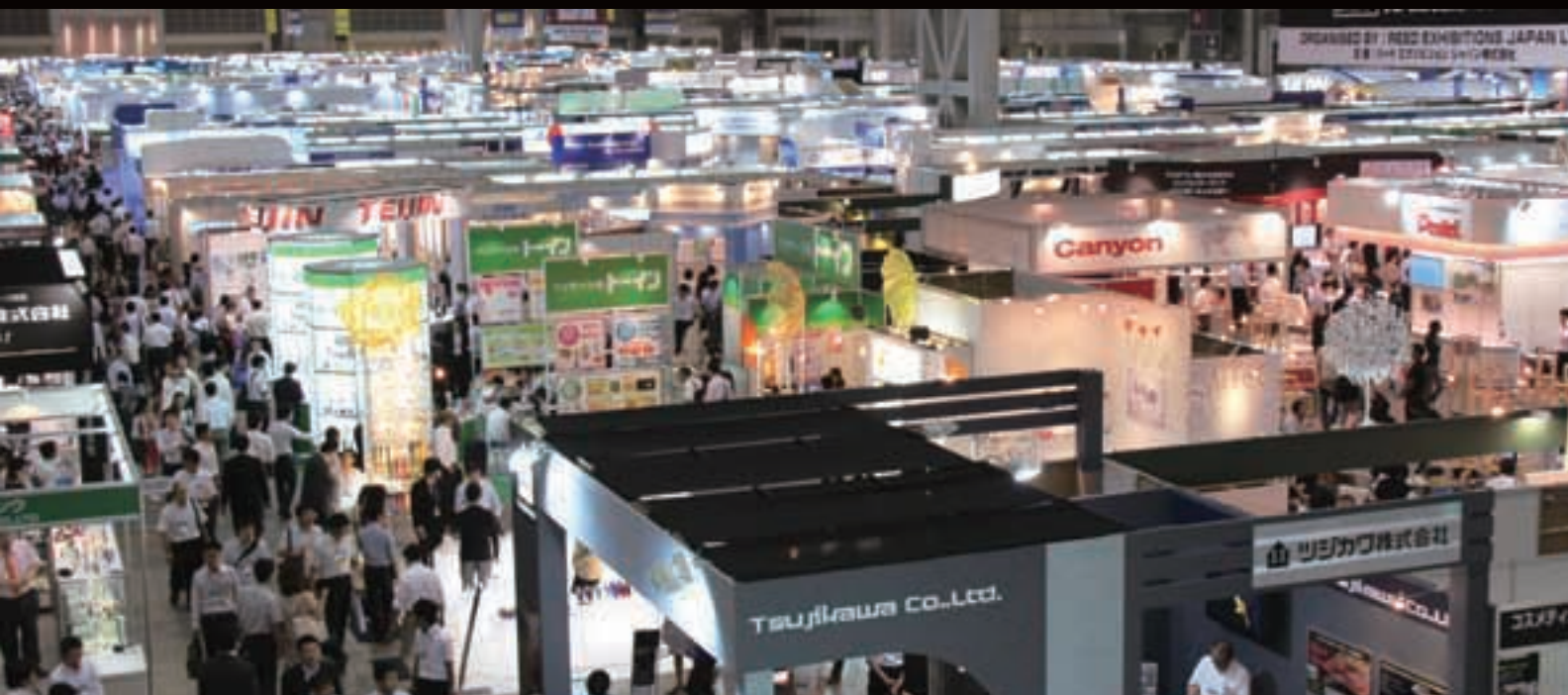
Venue: Tokyo Big Sight, Japan

Organised by: Reed Exhibitions Japan Ltd.

Concurrent Show: 3rd

**COSME INNOVATION**

INT'L COSMETICS DEVELOPMENT EXPO & CONFERENCE  
(Formerly: COSMETICS JAPAN)





**Exhibit your products at COSME TOKYO,  
the BEST gateway to the Japanese & Asian market!**



## Exhibition Outline

# What is COSME TOKYO?

INT'L COSMETICS TRADE FAIR

Japan's only trade fair specialised in cosmetics, where numerous cosmetics brands gather from all over the world.

The best B to B platform to develop your business in the most active and promising market — Japan, Korea, China and all over Asia.



### Exhibit Profile

#### All kinds of cosmetic products/services as below

- Skin Care  
(Lotion, Serum, Face mask, Face-wash...)
- Makeup  
(Base Makeup, Eye Makeup, Lip Makeup...)
- Body Care  
(Soap, Body Lotion, Deodorant, Bath Goods...)
- Hair Care  
(Shampoo, Conditioner, Styling Product...)
- Fragrance
- Baby Skin Care, Maternity Skin Care
- Other Cosmetic and Toiletry Products

#### Special Zones

- Natural Cosmetics Zone
- Medical Cosmetics Zone
- Salon Cosmetics Zone



### Meeting at COSME TOKYO



### Visitor Profile

#### Key buyers from Japan, Asia and all over the world

- Distribution Agents
- Importers, Exporters
- Mass Retailers
- Retailers, Specialty Shops
- Department Stores
- Drug Stores
- Catalog Retailers, Online Shops
- Salons
- Hotels, Bridal Salons
- Apparel Shops
- Gift Shops etc.

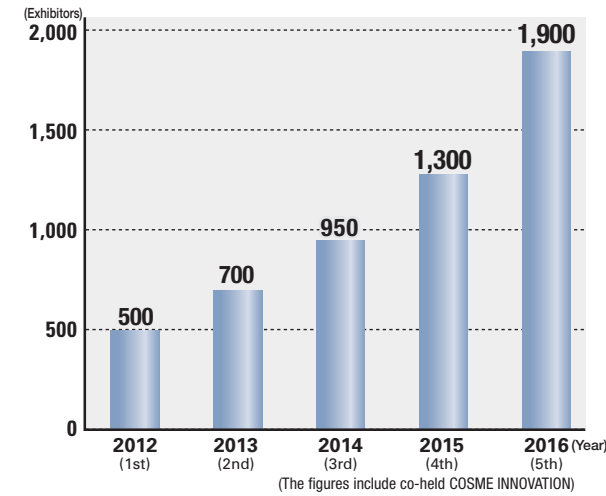
**By exhibiting at COSME TOKYO, you can...**

- Enter the Japan market, where interests & demands for overseas cosmetics are rapidly increasing.
- Develop/expand sales channel in Japan and Asia.
- Find agents/partners in Japan and Asia.

# COSME TOKYO will...

## Become Asia's Largest in 5 years.

### ◆ Target Number of Exhibitors ◆



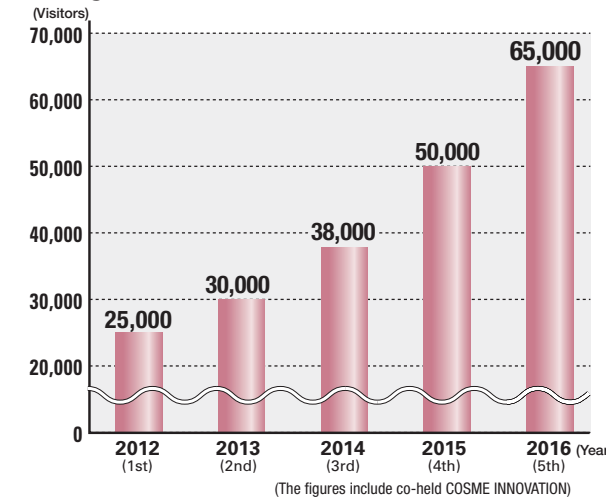
# 500\* Exhibitors in 2012

COSME TOKYO will become a huge cosmetics trade fair with thousands of exhibitors from all over the world. This is where the world's trends gather!



## Gather key buyers from all over Asia.

### ◆ Target Number of Visitors ◆



# 25,000\* Professionals in 2012

It will become a must-attend event for those involved in the Asian cosmetics industry to keep up with the world's latest trends/products.



(\*expected, including co-held COSME INNOVATION)

# The industry is waiting to meet you at COSME TOKYO!

## Listen to Some of Visitors\*

\*Expected visitors to 1st COSME TOKYO

Demands for overseas cosmetics are hugely increasing in the Japanese market. Listen to some buyers/agents who are looking forward to visiting COSME TOKYO, which is the best matching opportunity between overseas cosmetics companies and Japanese & Asian buyers.

### ■ WORLD JP (Distribution Agent)

We import and distribute cosmetics for professional use. We would like to purchase overseas cosmetics aggressively representing for overseas manufacturers.

### ■ CATALOG HOUSE (Mail Order Company)

For mail order companies like us, variety and rarity of products are of critical value. We are looking forward to purchasing overseas unknown cosmetics with good effect, which would give us the edge.

### ■ GINZA MAGGY (Specialty Shop)

To differentiate from competitors, we would like to procure cosmetics which are not dealt by other companies. In particular, we would like to find overseas cosmetics with reasonable prices, whose information is difficult to get in Japan.

### ■ KASUGA SHOKAI (Distribution Agent)

We are willing to introduce overseas cosmetics especially from Europe. In addition, we are also giving great attention to emerging Korean cosmetics manufacturers.

### ■ TAIYO TRADING (Distribution Agent)

We will surely visit the show, which will be a precious opportunity to try the actual products and select partners. Since the demands for various cosmetics are increasing these days, we would like to have distribution agreement with more cosmetics manufacturers.

### ■ DAIMARU MATSUZAKAYA DEPARTMENT STORES (Department Store)

Overseas organic cosmetics are more attractive with more varieties and higher effects. Since we are planning to focus more on organic cosmetics, we appreciate the launch of COSME TOKYO as a venue to select and purchase them at a time.

### ■ SOCIE WORLD (Salon)

We are in charge of purchasing for our 62 salons. To meet our customers' various needs, we would like to visit the show and introduce more variety of cosmetics. Especially, we are eager to purchase more advanced organic cosmetics from overseas companies.

### ■ MATSUMOTOKIYOSHI (Drug Store)

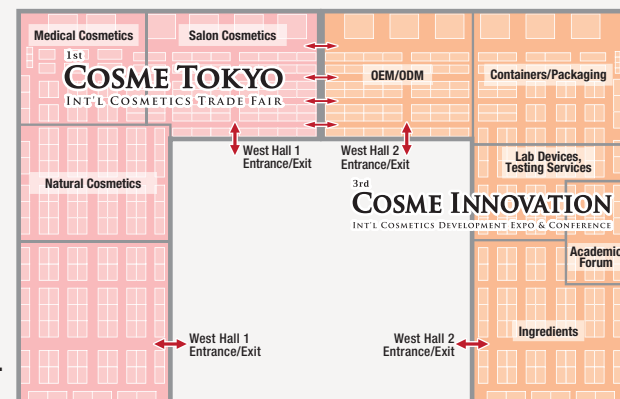
We have been looking for ways to get information of overseas cosmetics, especially information on less major manufacturers. With consumers' needs diversifying, we are eager to procure overseas cosmetics, including low-priced products which are not known in Japan.

## Concurrent Show

### 3rd COSME INNOVATION

INT'L COSMETICS DEVELOPMENT EXPO & CONFERENCE

Asia's leading exhibition specialised in cosmetics development, gathering ingredients, OEM/ODM, containers/packaging, lab devices, and so on. COSME TOKYO & COSME INNOVATION will become the most significant event for the whole Japanese cosmetics industry.



## Exhibit at COSME TOKYO and expand your business in Japan & Asia.

# We know how to support your business expansion!

Reed Exhibitions Japan Ltd. is a part of Reed Exhibitions, a global enterprise with bases in 20 countries/regions around the world. Organising over 60 exhibitions a year and leading them to success, we can offer the best sales/promotional opportunity for you in Japan.

## - Extensive Support Services -

Networking Reception Party for the cosmetics industry

Free

Show Management hosts a Networking Reception Party, where key persons in the Japanese cosmetics industry all gather. This is an indispensable opportunity to establish network and exchange information.

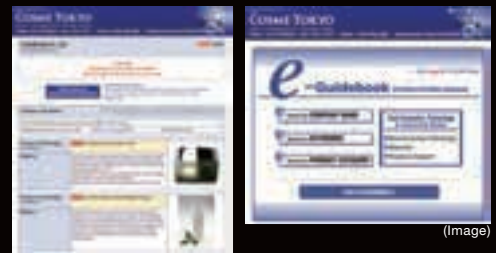


(Image)

"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 on it, you can maximise the number and quality of visitors to your booth.



(Image)

Publicity Service

Free

Show Management sends releases including your products and company information to major Japanese and global press. Simply send your information to Show Management to effectively publicise your company.



(Image)

Other Support Services to Enhance Your Business

■ Bilingual Business Signboard Order/  
Download Service

Free

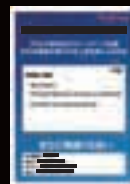
ビジネス  
パートナー求む  
Looking for  
Business Partners

新製品  
公開中  
New Product

■ Introduction Sheet in  
Japanese

Free

Show Management prepares Introduction Sheet describing your company profile in Japanese.



(Sample)

■ Interpreter/Translator Agent  
Introduction Service


Optional



... Contact us for more details & other services.

Contact Show Management NOW ► <mailto:cosme-tokyo@reedexpo.co.jp>

Organised by

 Reed Exhibitions

### ► COSME TOKYO Show Management

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

Reed Exhibitions Japan Ltd.  
18F Shinjuku-Nomura Bldg.,  
1-26-2 Nishishinjuku, Shinjuku-ku,  
Tokyo 163-0570, Japan  
WEB: [www.cosmetokyo.jp/en/](http://www.cosmetokyo.jp/en/)

TEL: +81-3-3349-8509  
FAX: +81-3-3349-4922  
E-mail: [cosme-tokyo@reedexpo.co.jp](mailto:cosme-tokyo@reedexpo.co.jp)  
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