



Australian Government  
Austrade

# COSMOPROF ASIA 2006

## Beauty Trade Fair, Hong Kong, 15-17 November 2006

### INVITATION TO PARTICIPATE IN THE AUSTRALIAN NATIONAL STAND

**Cosmoprof Asia 2006**, the largest and most significant beauty trade fair in Asia, will be held at the Hong Kong Convention and Exhibition Centre from **15-17 November 2006**.

Hong Kong, with its absence of trade barriers and tariffs, stable currency, high level of disposable income and buoyant consumer demand, not only represents an important market in its own right, but also acts as a springboard into China and the wider Asian region.

Australia has earned a deserved reputation as a quality supplier to the beauty sector in the Asia Pacific region. Fresh, natural ingredients and innovative branding, together with Australia's strong positive image across the region, have contributed to this reputation.

**Cosmoprof Asia** provides a vehicle for Australian suppliers to showcase their products to leading Hong Kong, regional and international importers, wholesalers, distributors, retailers and beauty institutions.

A total of 28 Australian companies exhibited in the Australian national stand at **Cosmoprof Asia 2005** (an increase of 93% on 2004) and their feedback on the quality of leads generated was overwhelmingly positive.

**Cosmoprof Asia 2006** should be a key event in your trade promotion calendar. I strongly encourage you to consider participating in this very worthwhile business event.

#### • THE AUSTRALIAN NATIONAL STAND IN 2006 •

The Australian National Stand will once again be a highlight at **Cosmoprof Asia 2006**. Participation in the National Stand will afford Australian exhibitors the following benefits:

- \* distinctive Australian branding and heightened profile for the array of Australian beauty products on display;
- \* on-the-ground marketing support from Austrade market specialists during and after the exhibition;
- \* inclusion in a direct mailing campaign to key trade buyers in the market, which will provide these buyers with a snapshot of exhibitors' products and capability in advance of the exhibition;
- \* inclusion in the Australian Exhibitor Directory produced by Austrade;
- \* access to buyer groups from Northeast and Southeast Asia led by Austrade industry specialists from those markets.

To register your interest or for further information, please contact **Ms Rebecca Hsu**, Business Development Manager in Austrade's Hong Kong office, on tel: (852) 2588 5320 or email: [rebecca.hsu@austrade.gov.au](mailto:rebecca.hsu@austrade.gov.au).

I would also encourage you to enquire about Austrade's Export Market Development Grants, and for companies that have not exported before, Austrade has an excellent New Exporter Development Program to assist you. We would be very pleased to discuss these further with you, or visit our website [www.austrade.gov.au](http://www.austrade.gov.au) under **For Australian Exporters – Information for New Exporters and Export Grants** for details.

We look forward to working with you in Hong Kong and trust that your participation at **Cosmoprof Asia 2006** will lead to greater success for your business.

Peter Osborne  
Senior Trade Commissioner