



Where
Passion
meets
Expertise

7/8 July 2021
Shanghai Exhibition Center

From Chinese tradition to high tech beauty, MakeUp in Shanghai, the tailor-made BtoB event pairs global offer with local demand.

New Exhibitors, New Inspirations – Where Passion Meets Expertise

Part 2

[**CLICK HERE TO START YOUR REGISTRATION**](#)

A vanguard panel of suppliers from Europe and Asia combining Simplicity and Emotion, Natural and Sensory, High definition and Seduction, are taking part to the 4th MakeUp in Shanghai BtoB event. From Chinese tradition to High Tech Beauty, MakeUp in Shanghai, the tailor-made B to B event, pairs GLOBAL offer with LOCAL demand. Let's find out from them why they are exhibiting at MakeUp in Shanghai 2021, their views on the upcoming Beauty market in Asia, in particular China, and most importantly what kind of cosmetics inspirations they can bring to us!

Fulin Cosmetics

1. How do you see Asia, especially China beauty market in the coming year?

I think China is the least decreased market in the world in 2020 and will be same situation in 2021. To our company, China is a new market and we think this market is very potential to us.



2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

To see more new potential buyers. To let more people know our company in cosmetic industry in China.

3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

We will exhibit new formulas and designs for lips, eyes, and face cosmetics.



MYC

1. How do you see Asia, especially China beauty market in the coming year?

China beauty market has been one of the less affected by pandemic and has been recovering extremely fast, we are confident it will soon be back to pre-pandemic levels.

New local brands have grown despite the challenging period while legacy brands have started seeking new ways and channel to reach consumers.

Sustainability and clean beauty are gaining traction creating new opportunities for both packaging suppliers and formulators.

Men's grooming is booming too as well as hybrid formulas combining makeup with skincare benefits.

2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

MUSH will be the first exhibition for MYC since 2021.

Objectives:

- Test beauty market recovery and direction
- Network with existing customers
- Identify new potential customers
- Take inspiration for future developments



3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

Strong focus on sustainable solutions and materials.

Multiple finishing on aluminum and plastic.

Innovative applicators for face, lips and eyes formulas.



Nihon Kolmar

1. How do you see Asia, especially China beauty market in the coming year?

The Chinese market has been the fastest growing overseas market for us in recent years. Our exports to China, including cross-border e-commerce, have more than doubled in the last three years, and this trend is expected to accelerate further in the future. In

order to make it easier for some Chinese local brands to develop products made in Japan, there are more cases where corporations and contact points are set up in Japan, and we are working with such brand companies, too.



2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

Our objective is to explore more new contacts in China. We are expecting to meet new local brands including indie beauty brands who are interested in J-Beauty. It is said that French cosmetics are very popular in China, but we would like them to take this opportunity to find out Japanese technology and advantages of Japanese cosmetics. Of course, if there is a demand for local production, we are able to support it by communicating with our subsidiary Chinese factories in Suzhou and Hangzhou.

3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

We will showcase our newest skin care innovation along with our clean beauty solutions, the latest wrinkle-improving formula and more. Most of them haven't been introduced at any international show. We are very excited to show them to overseas buyers for the first time and looking forward to seeing their reaction.



Virospack

1. How do you see Asia, especially China beauty market in the coming year?

The Asian market is large, and growing, and especially the Chinese market certainly rises. It's a market with an average consumption of beauty products higher than in other countries, with a great culture of personal care and beauty, and therefore a growing market and business potential for manufacturers and suppliers in this sector.



2. What are you looking forward to your participation at MakeUp in Shanghai 2021? What are your objectives?

Virospack is a leader in Europe and the US, and Asia is a short-to-medium-term goal. Our company has opened an office in Shanghai two years ago and now we inaugurate a sourcing center to be closer to local brands. Our objectives at this event are penetration, we are looking for new contacts and for local brands know us; and visibility, to show our extensive catalog of standards to brands and our skills as leader producer with more than 60 years manufacturing for the most prestigious international brands.

3. What are the new range of products / solutions or innovations that brands can look forward to see from your company at MakeUp in Shanghai 2021?

The brands that visit our number stand will be able to see our wide range catalog of references and finishes, standards and customizable. We offer a large range of cosmetic or

push button droppers, as well as a wide range of glass bottles. Brands will be able to see our last innovations, all developed internally and combining design with functionality. Some of our new proposals showed in our booth will be our Autofiller Dropper, the only one on the market with an autorecharge interior system and a greater suction - ideal for higher viscosity formulas-, patented by Virospack. You will also see The Dropper for CBD, the safest dropper on the market, the only one with child-resistant package certification, ideal for formulations with ingredients that require greater safety by law, such as CBD. We are presenting our latest proposals of droppers in design and finishes, developed in response of ergonomics and sustainability of some international brands. Don't doubt, come to the show, visit our booth and know our large personalized packaging proposals for your brand.



[CLICK HERE TO START YOUR REGISTRATION](#)

Join our Glo.cal & Exclusive shows in 2021



MakeUp in Shanghai
2021, July 7 & 8
Shanghai Exhibition Center



MakeUp in Paris
2021, October 20 & 21
Carrousel du Louvre



MakeUp in New York
2021, September 22 & 23
Javits Center



MakeUp in Los Angeles
2021, December 9 & 10
Los Angeles Convention Center



Clean Beauty in London
2021, October 12 & 13
The Brewery



STYLUS

THE **K**BEAUTY SCIENCE

Follow us to discover more





MakeUp in Shanghai
7-8 July 2021
Shanghai Exhibition Center



contact@makeup-in-shanghai.com

www.makeup-in-shanghai.com