

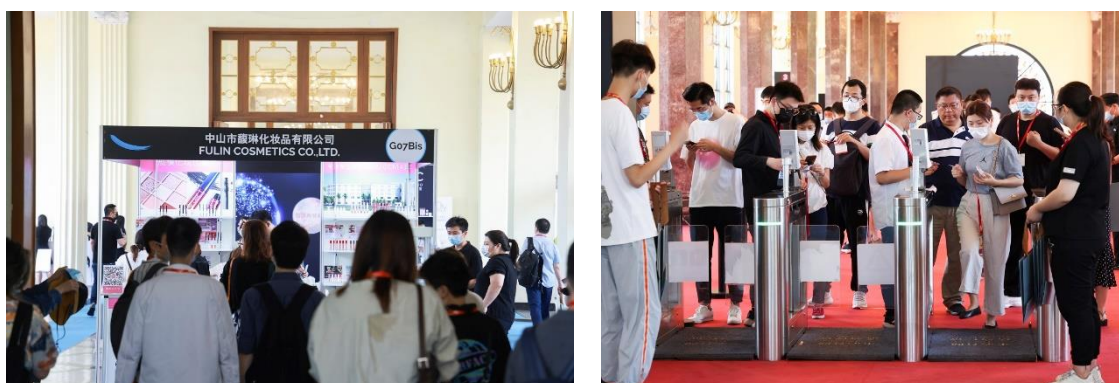
MakeUp in Shanghai 2023: the unique event to discover and share around innovations and trends

MakeUp in™ is the only and unique show where all the key actors of the skincare and makeup industries gather in the heart of mythical cities, Paris, New-York, Los Angeles & Shanghai. The shows are THE place to be for beauty suppliers and brands, experts, trend setters, designers and many others.

In recent years, the market size of Chinese beauty industry has continuously expanded. With the re-opening of the market in 2023, the consuming market is recovering strongly. According to the “Research Report of Chinese Domestic Beauty Industry” released by iResearch, the size of Chinese domestic beauty market is expected to be around CNY 252.7 billion in 2023, and the CAGR is expected to be 16.6% in 2021-2023. Among the total Chinese domestic beauty market, the size of the skincare market will reach CNY 197.7 billion, and the size of the cosmetics market will reach CNY 55 billion.

As a Glo.Cal BtoB exhibition (meaning: Global AND Local), which focuses on skincare and makeup products, the 6th edition of MakeUp in Shanghai will take place from 12 to 13 April 2023 at the Shanghai Exhibition Center to provide a unique opportunity for the entire beauty industry to explore the latest trends and innovations in a precise and optimized format.

In the last edition, MakeUp in Shanghai and Luxe Pack Shanghai brought together 220 high-quality exhibitors, out of which 63% were new in MakeUp in Shanghai. Based on their previous efficient and synergic cooperation, MakeUp in Shanghai will once again gather high-quality professionals of skincare and makeup industries from all over the world , presenting innovative and creative products to 6,000 decision makers from domestic and international premium and emerging brands, including OEM/ODM, ingredients, formula, accessories and packaging to meet brands’ needs in innovation, to over 6,000 decision makers from domestic and international premium and emerging brands.



Picture of MakeUp in Shanghai 2021

So far, MakeUp in Shanghai has attracted a number of leading companies in makeup and skincare field,

including Virospace, Anyenway Group, Dingrong, Frime, Kinhwa Plastic, LB Nature, PANG'S, Yinong, Tianguo, Monbon, Starway, Senlarry, Z & Z, Tentop, Choebe..... They will gather and display innovative solutions of lipsticks, lotion, masks, eyeshadow palettes and makeup bags, etc.

MakeUp in Shanghai is the ideal event for companies from Asia and all over the world to meet, network and do business together. Don't miss the chance to experience, learn and be inspired by the innovations and business opportunities at this year's MakeUp in Shanghai.

A rich conference program

Apart from the highlights above, MakeUp in Shanghai will also invite many industry experts to discuss the hot topics and share the latest trends of the beauty industry. Visitors can obtain inspiration from successful cases to achieve innovation and breakthrough. **Maggie Men, WGSN trend director**, will deliver **"WGSN Beauty Forecasts"** to outline the innovations and lifestyle drivers that will shape all product categories in S/S 24. Championing wellbeing, with supportive solutions to flexi-lifestyles, changing climates and care of self and community. Exploring the merging of the old and new, natural and artificial to forge bold beauty narratives. Embracing imperfections and challenges previous beauty narratives.

As one of the most famous makeup artists in China and the founder of MAOGEPING cosmetic, **Mr. Mao Geping** will deliver the keynote speech, and bring the **products display on the theme of "Graceful style of Song Dynasty"**. "Graceful style of Song Dynasty" is the fourth season of the "Grace and Flavor of the East" series jointly launched by Mr. Mao Geping and cultural and creative team of imperial palace, taking the inspiration from the poetic and elegant daily life as well as their implicit and exquisite aesthetics in Song Dynasty. Convey the true "Oriental romance" and describe the grand beauty with elegance.



"Graceful style of Song Dynasty" - the fourth season of the "Grace and Flavor of the East" series

From travel boom to "Water lover tribes", Hainan is the new retailtainment destination and an

inspiration for Beauty lovers and beauty professionals. Phygital, Transactional and Inspirational. Experts in the below will share their amazing insights and perspectives in the keynote speech “**China by the Sea : embrace Hainan beauty**”.

- CARLA PEREZ TANGUY, Beauty Care Marketing & technical director Apac, SEPPIC
- ELAINE ZHANG, Business development Director Scent & Care, SYMRISE
- JOJO WANG, China Representative, HUSBAND RETAIL
- YUWAN HU, Research Director, Daxue Consulting

From East to West and West to East, the beauty industry keeps globalization at the core of its development strategies blurring frontiers and accelerating transformation. From ingredient innovation, tech-enhanced beauty to packaging redesign, two major actors of the beauty industry will share their experience and globalization strategy in the speech “**Beauty globalization : a 2 way Silk Road**”.

- Dora Jin, Senior Brand Strategist, SOMEXING
- Rachel Liu , Marketing Director, CARSLAN
- Laurent Cibot, China Country Manager, Laboratoire Dermatologique INDERMA

Workshop 2023

With more than 10 years of experience in trend research and brand & design consulting, Natasha has been responsible for the strategic management of PeclersParis’s key accounts. From beauty, consumer electronics, fashion design, packaging to fast fashion, she has in-depth knowledge of brand & design strategy, style positioning and CMF project. In **SS24 beauty and packaging trends**, she will start from two dimensions: what new changes will be brought to our packaging and beauty under the two trends of essentialism and surrealism, so as to stimulate consumers to buy desire.

Trends Corner by WGSN

WGSN is the world's leading consumer trend forecaster. Its accurate forecasts provide global trend insights, expertly curated data and industry expertise to help clients understand consumer behavior and lifestyles, create products with confidence and trade at the right time. In MakeUp in Shanghai 2023, Trends Corner by WGSN will release three themes which are “Protect & Connect”, “SenseScapes” and “Creative Confidence”.

Also you can access to an updated programme on MakeUp in Shanghai official website: makeup-in-shanghai.com and WeChat account (MakeUpIn 国际美妆展).



The conference of MakeUp in Shanghai 2021

About us

Infopro Digital is a leading information and professional services group in Europe (3,200 employees including 1,300 outside France, total turnover of around 440 million euros, 20% annual growth). It covers several key areas of the economy: distribution, construction, automotive, industry, insurance and finance, and the public sector and aims to offer multi-media services and products (software, exhibitions, databases, websites, training, publishing, events...) to these professional communities.

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