

BEYOND BEAUTY ASEAN BANGKOK 2016

marked a Resounding Success



Beyond Beauty ASEAN Bangkok 2016 (BBAB 2016) was officially opened on 22nd September 2016 at Challenger 3, IMPACT Exhibition & Convention Center, Bangkok, Thailand through the joint efforts of both the government and private sectors.

Mr. Chen Namchaisiri, the Chairman of the Federation of Thai Industries, presided over the opening ceremony which was well attended by many other dignitaries from various government bodies and industrial associations from Thailand and Southeast Asia.

BBAB2016 occupied a full 20,000 Sq.m. of gross exhibiting space with 428 exhibiting companies (an increase of 39% from 2015) from 17 countries, featuring 10 national pavilions including China, Germany, Indonesia, Japan, Korea, Malaysia, Myanmar, Spain, Taiwan and Vietnam with support from IKW, STANPA, KOTRA and POLCHARM. The show showcased a comprehensive range of beauty and cosmetics innovations, technologies, products and services. BBAB2016, the largest beauty trade show in ASEAN served as the most effective gateway to the rapidly expanding Southeast Asian beauty industry with an estimated trade volume of 1.2 Billion Baht generated during the show, provide a leading trade, network, sourcing and knowledge platform for the beauty industry players to exchange ideas, knowledge, and establish possible commercial connections between local and international organizations.

At the same time, BBAB2016 for the first time collaborated with KINTEX to bring in 149 South Korean exhibitors to the show, forming the largest ever participation of K-Beauty companies outside South Korea. These South Korean companies were very well received by both local and international visitors alike who have the opportunity to access this complete range of leading South Korean brands at BBAB 2016.

The 3-day trade exhibition attracted more than 12,358 trade visitors from 72 countries such as China, England, France, Germany, India, Italy, Japan, Korea, Kuwait, Singapore, Spain, United Arab Emirates, United States of America and many more. Paralleling with the exhibition were the BBAB Trends Conference, Aesthetics & Dermatology Congress, In-Fash Conference and many more workshops & seminars which saw the participation of more than 30 professional renowned international industry speakers who provided great insight into a variety of key industry topics.

On behalf of the organizers, we would like to express our heartfelt gratitude and appreciation to those who contributed much efforts to make this event a grand success. All the comments from both exhibitors and visitors were well received and we will definitely use those as guidelines to further develop our show for greater benefits to the regional beauty industry.

