

# Be it

BioBeauty & BioFit  
2012

*Asian's whites are light brownish white to pinkish white and pearly white.*

*You've got to be here to feel the right colours.*

**ASEAN's International Exhibition on Natural Beauty Products, Fitness and Wellness**

**29 March - 1 April 2012, IMPACT, Bangkok.**

**Trade Days: 29-30 March 2012**

**Public Days: 31 March - 1 April 2012**

*Natural Beauty, Truly Asian*

Co-located with:



**Health Food & Ingredient Thailand 2012**

The 2nd ASEAN's International Health Food, Ingredient and Food Technology Supply Trade Exhibition and Conference

Concurrent Event: IFET 2012  
International Congress on Food Engineering and Technology 2012



Organized by:



Food Industry Network Co., Ltd.

Managed by:



Bangkok Exhibition Congress

Supported by:



# FACT SHEET

<b>Show Title</b>	<b>BioBeauty &amp; BioFit Asia 2012</b> The 1 <sup>st</sup> ASEAN's International Exhibition on Natural Beauty Products, Fitness and Wellness
<b>Co-located:</b>	The 2nd Health Food & Ingredient Thailand (HFIT 2012)
<b>Date</b>	29 March - 1 April 2012 (Thursday till Sunday)
<b>Venue</b>	Hall 9, IMPACT EXHIBITION CENTER, BANGKOK, THAILAND
<b>Time</b>	10am to 6pm (29-30 March 2012) 10am to 20pm (31 March - 1 April 2012)
<b>Website</b>	<a href="http://www.biobeautyshow.com">www.biobeautyshow.com</a>

## Exhibit Profile:

Manufacturers, Exporters, Distributors, Agents, Suppliers and Service Providers of the following: **Natural Cosmetics and Personal Health Care Products, Holistic Health Care, Aromatherapy Products & Service, Health Supplements, Professional Care Products, Equipment & Solution for Health Care & Anti-Aging Providers & Centers, Health & Beauty Salon, Spa & Wellness Facilities, Packaging & Processing Equipments, Contract Manufacturing & Private Label (OEM/ODM), Raw Materials, Medical Aesthetic Products & Equipments, Product Development Specialists & Design Centers, Fitness and Body Building Centers and Consultants**

**Expected No of Companies Exhibiting:** 150 companies

## Visitor Profile:

Health & Beauty Spa and Salon Owners • Aesthetic & Wellness Center • Fitness Center  
• Importers • Department Stores • Supermarkets • Pharmacies & Chain Stores • Hotels  
• Hospitals • Beauticians • Dermatologists • Health Specialists & Professionals • Local Product Manufacturers • Researchers • Institutes & Universities • Trade Associations  
• Trade Publications • Government Bodies

## Show Publicities:

Personal Visits to government ministries, trade associations, chambers of commerce, ASEAN embassies, SMS (Short Messaging Service), posters and visual displays websites, editorial coverage and advertising in major trade business magazines and newspapers, targeted direct mail and email invitations, visitor tickets distribution to trade professionals, specialists and key buyers, printed of show directory and highlights on exhibits.

## Supported By:

Organized by:



Food Industry Network Co.,Ltd.

Managed by:



Supported by:



## Supporting Media :





# Your passport to Asia's \$14.8 bn natural beauty products market

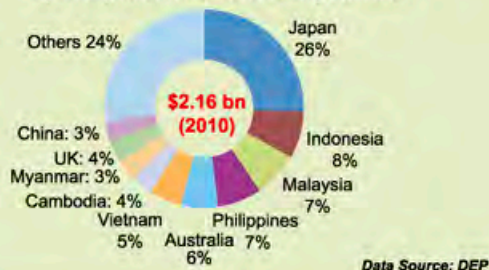
**Be it BioBeauty & BioFit 2012** is your natural partner to tap into Asia's multi-billion dollar natural and organic beauty market which Kline's 'Global Natural Care Market Report' forecasts to reach a volume of \$14.8 billion by 2014. The figure compares well with Europe's \$6.3 billion and the USA's \$5.8 billion market volumes for the same period. In 2010 the global natural care market stood at \$ 23.1 billion, up from US\$ 20.1 billion in 2009, according to the same source.



**makes use of Thailand's well-laid out trade networks.**

Through **BioBeauty & BioFit 2012** emerging natural beauty and body care industries and renowned global brands can avail Thailand's well-laid out beauty products trading routes to Japan, Indonesia, Malaysia, Philippines, Australia, Vietnam, Cambodia, Myanmar, UK, China and others. Last year, Thailand's exports of beauty and spa products to the above countries amounted to \$2.16 billion. The Thai beauty products market itself is huge with projected revenue of 15 billion Baht (\$488 million) in 2011.

**Thailand's Well-Established Trade Links**  
Top 10 Export Destinations of Beauty Products



**targets the main supply chains of natural beauty products in Asean and nearby regions.**

### Trade-Day Visitors

- Health & Beauty Spas and Salons
- Aesthetic & Wellness Centers
- Fitness Centers
- Importers
- Pharmacies/Drugstores
- Natural Cosmetics Manufacturers
- Department Stores/Supermarkets
- Wholesalers/Distributors
- Hotels & Hospitals
- Beauticians
- Health Specialists
- Dermatologists
- Institutes & Universities
- Trade Associations
- Trade Publications

### Public-Day Visitors

- Health - conscious people
- Beauty & Body conscious people
- Celebrities
- Fashion Setters
- General Public of all ages



**is your natural choice"**



**also draws on the relevant visitors of Health Food & Ingredients Thailand (HFIT).**

HFIT, held in March 2011, was participated in by 236 exhibitors and 24,206 visitors of which 1,568 were from overseas and 22,638 from Thailand.

Participants hailed from 31 countries comprising Australia, Bangladesh, Belgium, Cambodia, Canada, China, Egypt, France, Germany, Hong Kong, India, Indonesia, Iran, Italy, Japan, Korea, Laos, Malaysia, Maldives, Myanmar, Nepal, Nigeria, Philippines, Singapore, South Africa, Sweden, Taiwan, Turkey, UK, USA and Vietnam.



**has a holistic approach to beauty, wellness and fitness as shown by its closely related exhibit profile.**

### Exhibit Profile:

Processors/Producers, Exporters, Distributors, Agents, Suppliers and Service Providers of the following:

#### • Beauty Care/Cosmetic Products

- Anti-Ageing
- Color Cosmetics
- Hair Care
- Makeup
- Skin Care
- Whitening Cosmetics

#### • Cosmetics Processing Equipment

#### • Cosmetics Packaging Services

#### • Health/Nutrition

- Beauty Food
- Diet Food
- Herbal Medicine
- Sports Nutrition
- Vitamins/Minerals

#### • Ingredients and Raw Materials

#### • Contract Manufacturing (OEM/ODM)

#### • Fitness Services/Equipment

- Fitness/Aerobics
- Weight Management

#### • Personal Hygiene

- Anti-Dandruff
- Deodorant
- Oral/Dental Care
- Perfumes
- Toiletries

#### • Spa/Wellness/Aesthetic Center

- Beauty/Holistic Centers
- Aroma Therapy Spa Services
- Yoga Centers

#### • Special Services

- Outsourcing/subcontracting
- Laboratory Service





ลงทะเบียนเข้าชมงานที่ [www.biobeautyshow.com](http://www.biobeautyshow.com)

ภายใน 28 กุมภาพันธ์ 2012 รับสิทธิพิเศษมากมาย:

- รับฟรี ! พลาสติกกันท้ออาหารออร์แกนิกแพมัสกีร์ 1 กล่อง
- บัตรเข้าชมงานฟรี ในช่องทางด่วนพิเศษ
- โดเร็กทอรีแนะนำงานและรายชื่อธุรกิจที่เกี่ยวข้อง  
1 ฉบับมูลค่า 300 บาท



โปรโมชั่นพิเศษ...!!! ในภาวะวิกฤตินี้

จองพื้นที่ในงาน ภายใน 31 มกราคม 2555

จะได้รับห้องพักโรงแรมระดับ 3 ดาว ใกล้อิมแพคเมืองทองธานี  
“ห้องสแตนดาร์ด ขนาด 2 เตียง 1 ห้องพร้อมอาหารเช้า  
จำนวน 3 คืน ต่อทุก 1 บูธ ที่จอง”

เพื่อช่วยผู้ประกอบการประหยัดค่าใช้จ่ายในการเดินทาง  
ในช่วงเวลางานระหว่างวันที่ 29 มี.ค. - 1 เม.ย. 2555

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**About the Organizer**

Food Industry Network Co Ltd is an online and print food publishing and media company. Its banner publication, Food Today, available in print and digital formats, is one of Thailand's leading food publications. Meanwhile, [www.foodindustrythailand.com](http://www.foodindustrythailand.com), is among the fastest growing online marketing and B2B food portals in Thailand and beyond.

In March 2011, the company successfully extended its publishing business to exhibition by holding the first Health Food & Ingredient Thailand (HFIT 2011) and Thailand Food Conference 2011.

Drawing on the remarkable achievements of HFIT 2011, which generated 236 exhibitors and 24,206 visitors from 31 countries, the company is organizing Logo in 2012 along with HFIT 2012 and IFET 2012 to cater to the growing demand for health foods and natural beauty products in the ASEAN and Asian regions.

To be sure, the company has set up a dedicated exhibition and conference company, Bangkok Exhibition Congress Co Ltd, to manage all its exhibitions, conferences and events.

[www.biobeautyshow.com](http://www.biobeautyshow.com)