

*More than 300 exhibitors from 23 countries and regions are showcasing innovative products and cutting-edge technologies at the Mekong Beauty Show and Vietbeauty that opened in HCM City yesterday (August 22).*



HCM CITY — More than 300 exhibitors from 23 countries and regions are showcasing innovative products and cutting-edge technologies at the Mekong Beauty Show and Vietbeauty that opened in HCM City yesterday.

The combined event is the largest beauty trade exhibition in Việt Nam, M. Gandhi, group managing director and deputy president of Informa Markets, Asia, the organiser, said.

“Vietbeauty and Mekong Beauty is the ideal platform for international beauty professionals seeking to capitalise on the fast-growing beauty markets in the Mekong region.”

International companies believe in the potential of the Vietnamese beauty market and keep investing, he said.

It is estimated by Mintel, a global provider of market research, that Viet Nam's cosmetics market will be worth US\$2.3 billion this year.

It is expected to grow at 5.4 per cent a year until 2023.

This year's show features various educational talks, live demonstrations and a pre-arranged business match-making event.

Several conferences are on the agenda at the three-day event with a focus on consumer behavior in the digital era and multi-channel marketing strategy.

The expo, at the Saigon Exhibition and Convention Centre, is expected to attract more than 12,000 visitors. —VNS

Source: *VNN*