

The premiere China International Nail Expo, Beijing (November 20-22, 2017), gathered the latest and trendy nail and eyelash products, created unlimited business opportunities to the industry.

Fair report
For immediate release

November 25, 2017



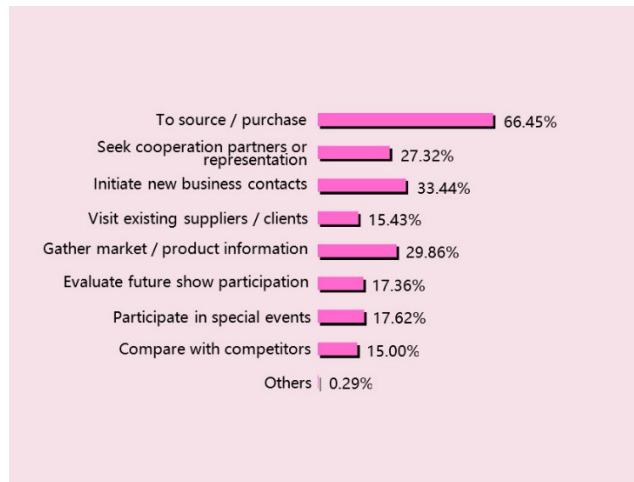
Organized by the BMG Exhibition Co. Ltd from Hong Kong, a fascinating winter trade event in the Northern China - the first edition of the China International Nail Expo, Beijing, was held on November 20-22, 2017 at the China National Convention Center in Beijing, China, which serves as an integrated high-end business to business nail and eyelash trade platform for the industry.

The objective of this multi-dimensional nail & eyelash trade platform is not only to create abundant business opportunities for the local and overseas nail & eyelash manufacturers, suppliers and traders but also providing a professional platform to local and international buyers for sourcing high-end products and obtaining the latest industry insights and market news, which facilitates their exchange and development in the industry.

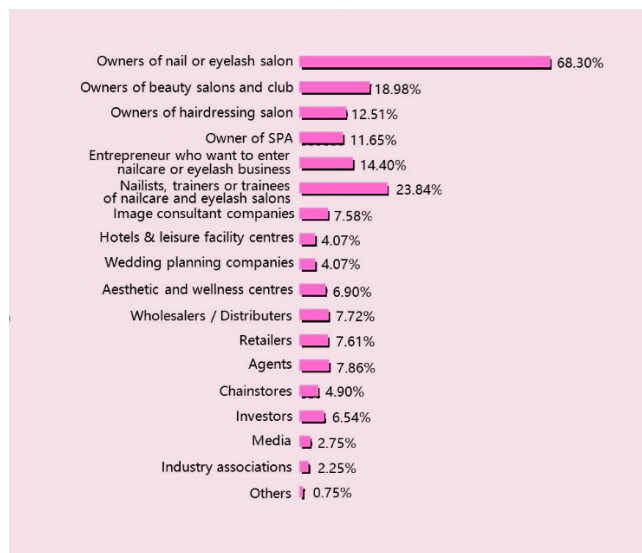
The first edition of the China International Nail Expo, Beijing has attracted 2,823 unique visitors from from 11 countries and regions including the US, Germany, Denmark, Brazil, Bahrain, Japan, South Korea, Taiwan, Vietnam, Indonesia, China. The number of visits recorded during the fair was 4,047.



Main objectives for visiting the fair



Visitor Profile

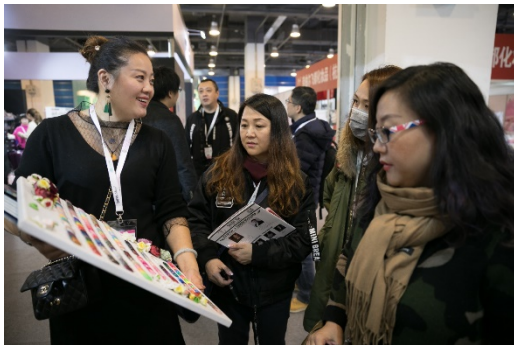


Show highlights

Specialized in the nail and eyelash trade, the China International Nail Expo, Beijing proudly gains the support of various world-famous international brands. Over 60 international high-end brands exhibited and showcased their latest products and technologies at this edition of expo.



The China International Nail Expo, Beijing was held in November which is at the right timing as it is the traditional peak season for nail salon owners to source the nail & eyelash products for preparing stocks for the forthcoming Christmas and also the Spring Festival holiday which is the most important traditional festival in China.



The China International Nail Expo, Beijing showcased the wide spectrum of nail and eyelash products including:

- Nail art products
- Nail polish and gel
- Eyelash extension products
- Nail tool implements
- Nail care & eyelash training courses

Most exhibitors showcased the famous and international high-end brands from the industry. The expo is of great success, visitors and exhibitors are satisfied with the fruitful result.

Fantastic concurrent events

Apart from showcasing diversified products, the China International Nail Expo, Beijing co-operated with the famous industry media - "Meijiaban" and "CPMA" and organized a concurrent event - the "2017 CPMA Nail Art Contest" which is the first of its kind in Beijing by providing a new professional platform for facilitating the exchange of nail art craftsmanship within the nail art technicians and enhancing healthy development of the industry.



Furthermore, there were 11 nail and eyelash art demonstrations held on-site, which were presented by many famous popular Chinese, Japanese and Korean nailists and eyelash experts by sharing their skills, design and experience with the professional buyers on-site.

- Demonstration of Nail Art special design from U3 Nail – presented by Kinuyo Tomita
- Demonstration of ET Gel nail art design – presented by Adachi Eri
- Demonstration of Ageha Gel nail art design – presented by Ageha
- Demonstration of More Couture Gel nail art design – presented by Kaori Sugioka
- Demonstration of ET Gel nail art design – presented by Yang Min
- Demonstration of Ladycoco eyelash skill – presented by 切石マミ
- Demonstration of CPMA nail art design
- Demonstration of Nail Parfait Gel nail art design – presented by Maiko Kabashima
- Demonstration of Swarovski crystals application for nail art design – presented by Rachel Song and Adachi Eri
- Demonstration of INS Korea nail art design – presented by Park Ja Young



Quotes from exhibitors

“We came from Natural Field Supply, Inc. in Japan.

Although this is the first time to participate, lots of visitors come to our booth to understand our products, we are very satisfied with the result.

We have already reserved the booth space next year.

We hope this show continues success. We look forward to have more visitors and higher show reputation.

We will also participate in this show in the future. Thank you.”

Koji Kawamoto, President of Natural Field Supply, Inc.

“We came from INS Korea, specialize in nail products. We will bring more new products to participate this show next year.”

Cao Yu Jin, Chief Manager from INS Korea

“We are NailYolliAnge, the China agent of Nail Labo and high-end Japanese eyelash brand – Ladycoco. Our main business includes nail art training, nail products and nail salon. We are very happy to attend this show.

Although this is the first time to exhibit, the result of this expo comes beyond our expectation. Thank you for the organizer to arrange so many intimate services such as VIP service, as well as the main stage to us for our nail art demonstration. We are very satisfied with the show result, we will continue to support and join this show next year. We hope the scale of the show will get even bigger, which will attract more high-end customers to visit and know about our brands and products.”

Rachel Song, General Manager of NailYolliAnge

“We are very happy to come to Beijing and bring our premier brands such as well-known “Songfeng” , the best-selling brand for 8 years in Japan as well as the Japan Hermes grade nail gel - “Paragel” and our original manufacturing brand - “ETGEL” to the show.

Thank you for the organizer of China International Nail Expo, Beijing, by definitely bringing us a lot of distinctive services which are reflected by the well-organized professional management. The customers feel exceptionally pleasant with the show.

From every fine detail, the thoughtfulness to every customer, the construction of overall exhibition, we do feel the great sincerity from this organizer from Hong Kong. Many thanks to this.

As the spokesperson of Dumi, we will join the show next year. Hope to see you. Thank you.”

Coco Yang, Chairman of Shanghai Dumi Trade Co. Ltd. ;

Founder of Love Eyelash

Founder of Mimi Nail Design

“I’m Fiona from Beijing Cutie Nails Academy. This time our major exhibiting brands are Gracia from Korea, Japanese eyelash brand – Foula. We are the sole agents in China of these two brands. We have other products like Pisaray from US, and Swarovski crystals, we are also official agent.

The show really gives us a lot of surprises this time. From outside to the exhibition hall, we can see that each booth is very crowded. There are famous, masters from Korea and Japan for the demonstration at the their

own booths.

Besides, there is Nail Art Contest which gives us very good experiences.

If there is such kind of exhibition next year, I believe there will be definitely more people to join. We will also have better preparation next year and bring more good quality products to the show next year.”

Fiona Wang, General Manager of Cutie Nails Academy

Quotes from professional visitors

“My name is Poochiez · I’m in Beijing. My husband and I are visiting China International Nail Expo.

I hope to make some good connections and new products for the US.

I’m so excited to be here, long way travel 16 hours to come to here, but I think it is worthy.”

Tashing Greey, Poochiez Nails from US

“I came from a nail shop in Hebei, China. I’m very happy to attend the “China International Nail Expo, Beijing”.

I’m very satisfied with the result of this show. I have learnt a lot of things, and purchased many products as well.

I hope the show will be better and better. Hope more brands to participate next year. Thanks for giving me this chance to attend the show.”

Jin Zhe, Nail Shop Owner of “Hua Yang Nail Shop”, BaoDing, HeBei

“There are more variety and design in nail art than the past. And I can see many overseas designs which look very good.

I hope to have more such kind of exhibitions, so that those people not having time to travel can also purchase overseas products in China.

I will visit the show next year, hope the show be better and better.”

Chen Yan Li, Nail Shop Owner of “Zhi Jian Nail Shop” Beijing

Show details of next edition:

November 26-28, 2018

China National Convention Center

No.7 Tianchen East Road, Chaoyang District, Beijing, 100105, China

For media enquiries, please contact:

Marketing Communications Department,

BMG Exhibition Co. Ltd.

Tel: +852 3950 3376

Email: enquiry@bmgfair.com

Website: www.beijingnailexpo.com