

BEIJING

CHINA INTERNATIONAL
NAIL EXPO

北京国际美甲博览会

Fair Report

9 January 2019

To Make Dreams Come True •Together We Thrive

China International Nail Expo, Beijing Concluded in a High Note

Being a succeeded manicurist or lash stylist, everyone must make all-out effort. In addition, to keep abreast of the latest trends and captures the market pulse and market needs are extremely important. The second edition of China International Nail Expo, Beijing served to provide such international platform to the industry players in getting the market news, to source excellent products and to admire the demonstration by the world-class masters at the Expo onsite. The three-days expo showcased over 100 international nail and eye lash brands, spanning over 10,000 square meters of exhibition space which was two-fold larger in scale compared with the last year's edition. 5,479 visits came from 14 overseas countries and regions and 30 provinces and cities in China while unique visitors were at 4,244, that was, 50 percent growth this year.

Overseas Visiting Countries and Regions:

Australia, Belize, Canada, India, Indonesia, Japan, Korea, Singapore, Russian Federation, Ukraine, United Kingdom, United States, Hong Kong and Macau regions

Visiting Provinces and Cities in China:

Northeast: Liaoning, Jilin and Heilongjiang

North China: Beijing, Hebei, Tianjin, Inner Mongolia and Shanxi

East China: Shandong, Jiangsu, Shanghai, Zhejiang, Anhui, Fujian and Jiangxi

South China: Guangdong and Guangxi

Central China: Henan, Hubei and Hunan

Northwest: Shaanxi, Xinjiang, Ningxia, Gansu and Qinghai

Southwest: Sichuan, Chongqing, Yunnan, Guizhou and Tibet

“Thanks to all exhibitors and buyers’ sincere support in participation with trust that made our organising teams working as family solidarity in order to make the expo a great success! It was glad to learn that business orders were placed by overseas buyers to certain exhibitors and it was proved that the expo is the right gateway to link-up the international business door. We will persist our promise to keep the quality of the expo by assurance. Let’s join forces together towards the even better expo and achieve another new milestone soon,” said by S. L. Ho, the founder and CEO of the fair organiser.

Overseas buyers came from the globe to visit and source at the expo



Rapid and Potential Growth in Global Nail Market

According to the recent report released by PressLogic-Business Focus dated on 13 December 2018, the female's purchasing power are raised up rapidly and boost the nail market up to a higher development potential. Based on the report on "Market Analysis in Global Nail Nursing Products: 2018-2024" released by ReportBuyer from London, UK, the annual growth of the nail nursing product market will be kept in around 5.3%. In

2024, the global nail nursing product market is projected to reach US\$13 billion. Among all markets, the Asian market currently occupies the largest volume shares while European market leads the development of the high-end nail nursing products. China and India will be the most potential emerging markets for “Nail Polish” products and motivate the growth of market needs of “Nail Gel” products. Furthermore, people are caring their healthy life nowadays, the consumers will tend to source the nail nursing products in “non-toxic”, “pure natural” and with “low chemical elements”.

“I am more confident to the future development of our expo after I read the analysed report by ReportBuyer. Wishing all the nail nursing product suppliers will penetrate in the global market and produce higher quality products to each of the beauty ladies from around the world,” continued by S. L. Ho, founder and CEO of the fair organiser.

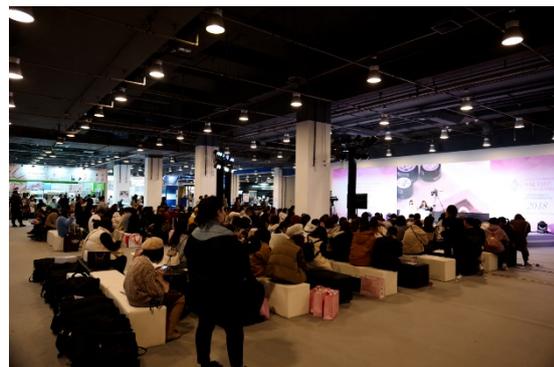
Visitors surged at the expo and up 50% of professional unique visitors compared to last year





Golden Opportunities to Learn from International Nailists on the spot

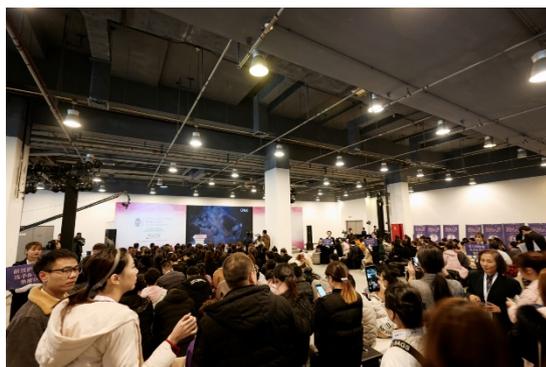
There were 11 nail art demonstrations presented by respective Chinese, Japanese and Korean nailists by sharing their invaluable experiences, demonstrate their professional skills and showcase latest designs onsite. The masters are namely Rain by O'NINE and Manda by Swarovski from China; Ryo Kitamura by U3 Nail, Hisanaga Hiroyo by Para Gel, Ageha by Ageha Gel, Enzaka Ai by More Couture, Rumi Okamoto by Nail Parfait, Junko Sato by Leafgel, Ruby by GELGRAPH and Adachi Eri by ET Gel from Japan and Nicole Kwon by Ice Gel from Korea. Each of the nail art piece was created with beautiful and colourful patterns and or equipped with eye-catching accessories onto the nails and those art pieces are admirable.





Fascinating Coronation Ceremony to Nailists

Apart from showcasing diversified products, the Expo collaborated with the famous industry media – “Meijiaban” and “CPMA” to host the “2018 CPMA Nail Art Contest” in providing the new professional platform for facilitating the exchange of nail art craftsmanship within the nail art technicians and enhancing the healthy development of the industry. Thanks to the co-organisers to continue hosting this designated Nail Art Contest at our Expo in Beijing in Beijing again this year to provide the nails and eyelashes traders the vast networking and trading opportunities in the northern China market.



The Fair Date and Venue of the Next Expo

In order to match the international nail exhibition calendar, the third edition of the China International Nail Expo, Beijing will continue to be held at the China National Convention Center, Beijing from 4 to 6 December 2019. Wishing all industry players to have another fruitful year in 2019! See you in Beijing!

For participation and media enquiries, please contact:

Beijing office: Mr Boris Gao

Contact Tel: +010 5164 9175 / 138 1053 7711

Email: borisgao@bmgfair.com

Hong Kong office: Ms Wendy Pang

Contact Tel: +852 3749 1216

Email: enquiry@bmgfair.com

Website: www.beijingnailexpo.com