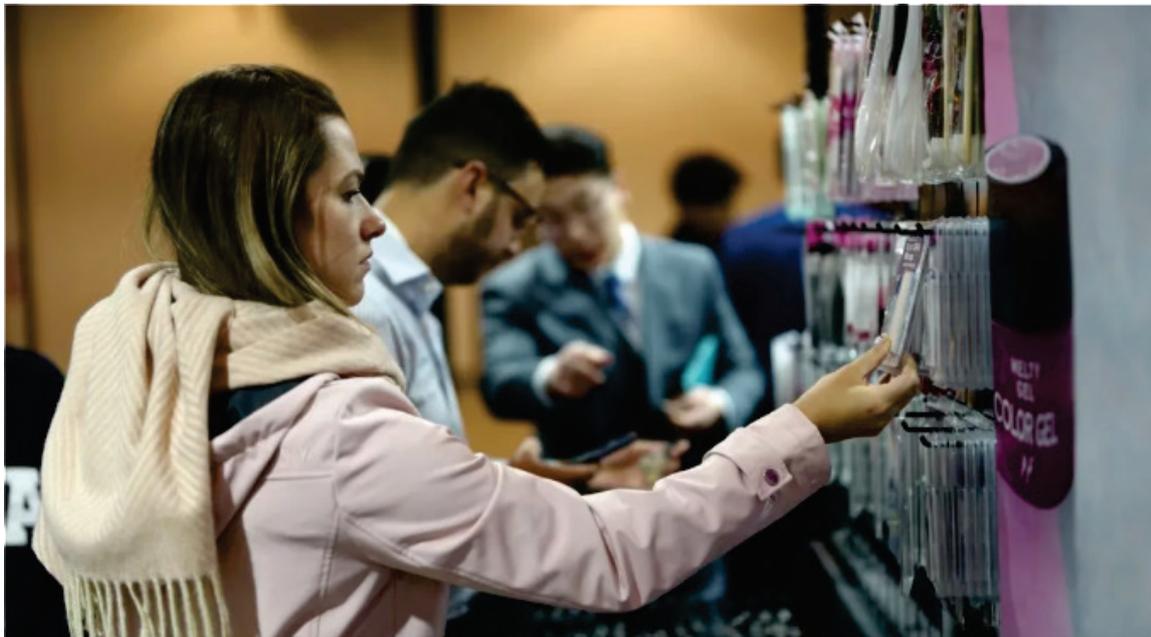




**Fair Report**  
**24 January 2020**

**To Make Dreams Come True • Together We Thrive**  
**China International Nail Expo, Beijing Concluded in a High Note**

Being a successful 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 third 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 150 international nail and eye lash brands, spanning over 10,000 square meters of exhibition space which was larger in scale compared with the last year's edition. 8,185 visits came from 27 overseas countries and regions and 31 provinces and cities in China while unique visitors were at 5,605, that was, 32 percent growth this year. Over 127% growth on the overseas visitors was recorded this year which proves the expo is paving the path to become one of the most influential expos as well as the international business platform specialized for the nail and eyelash in the global industry.



## Overseas Visiting Countries and Regions:

United States, Canada, Brazil, Colombia, Mexico, Russia, Serbia, Germany, France, Czech Republic, United Kingdom, Belarus, Hungary, South Korea, Malaysia, India, Indonesia, Philippines, Japan, Iran, Vietnam, Azerbaijan, Thailand, Israel, Hong Kong And Taiwan.

## 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

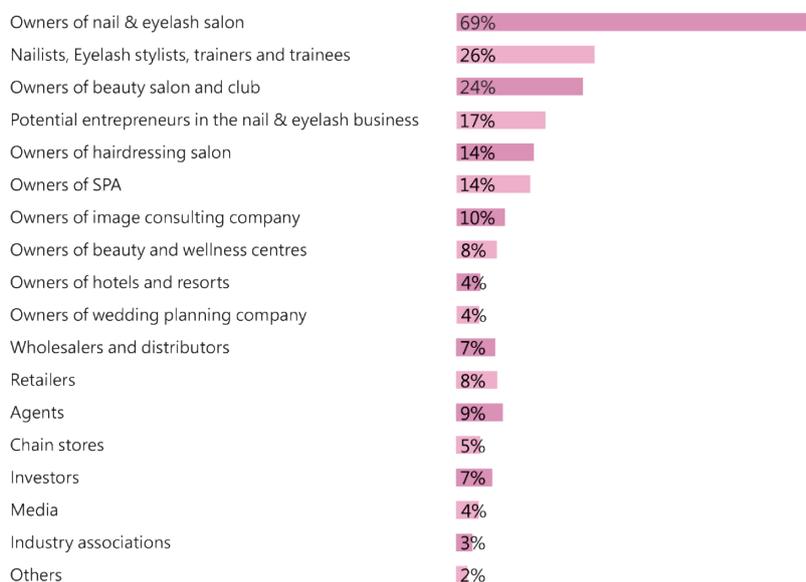
South China: Guangdong, Guangxi and Hainan

Central China: Henan、 Hubei and Hunan

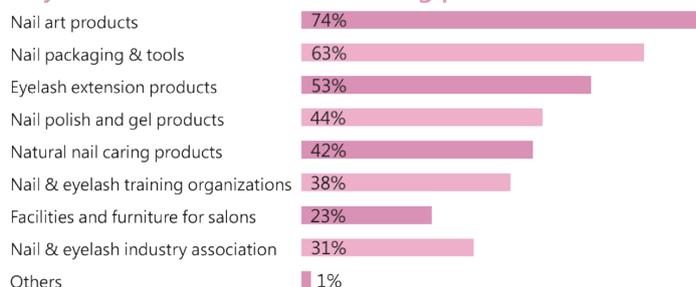
Northwest: Shaanxi、 Xinjiang、 Ningxia、 Gansu and Qinghai

Southwest: Sichuan, Chongqing, Yunnan, Guizhou and Tibet

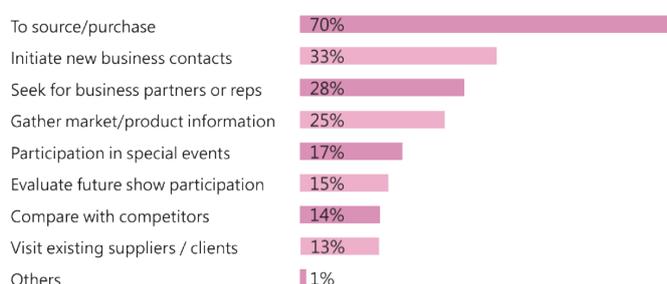
## Buyer Business Nature



## Buyers' most interested sourcing products



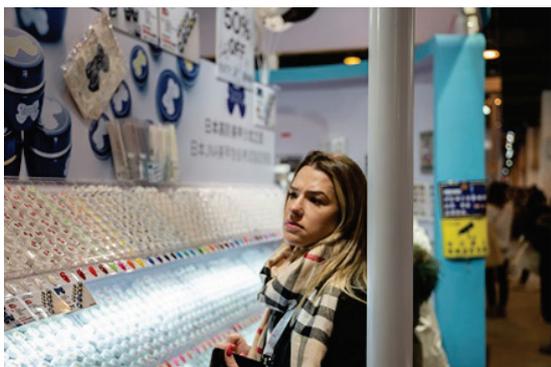
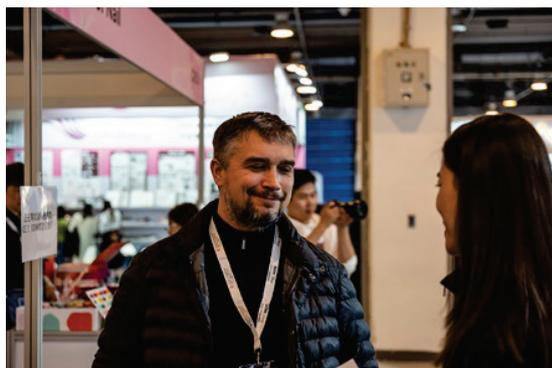
## Buyers' objectives to visit the expo

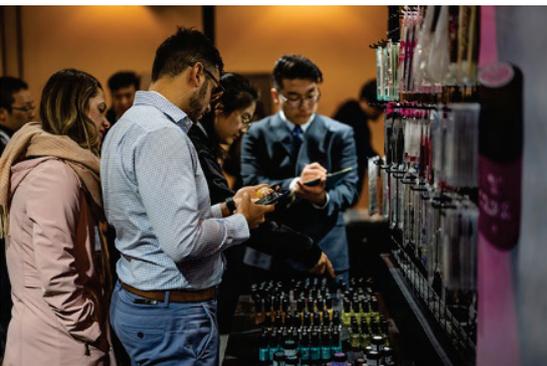
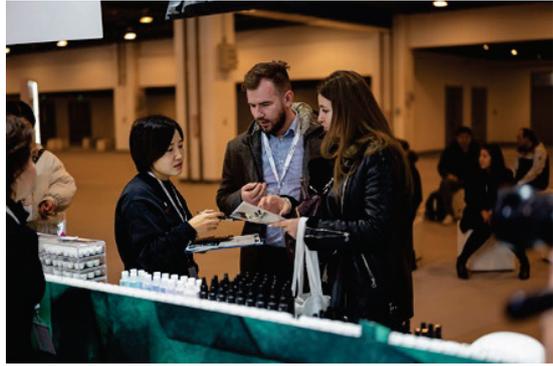
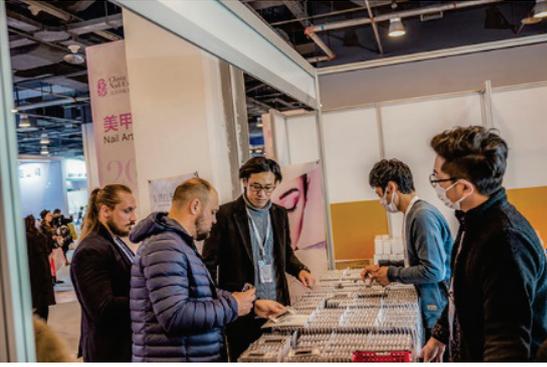


“Thanks to all exhibitors and buyers’ sincere support in participation with trust that made our organising teams working as family solidarity in order to make the expo a great success! It was glad to learn that business orders were placed by overseas buyers to certain exhibitors and it was proved that 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 32% of professional unique visitors compared to last year. Over 127% growth on the overseas professional visitors.**





### 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 maters are namely

Ms Fujita Michiyo, Ms Mami Kiriishi, Ms Yuki Kimizaki, Ms Adachi Eri, Ms Ono Erina、Mr Ryo Kitamura from Japan; Ms LEE HWA KYOUNG, Ms DASOM PYEON from South Korea; Ms Manda Qiu, Ms Soeng, Yina, Ms Lin Zhi from China. 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 “2019 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 again this year to provide the nails and eyelashes traders the vast networking and trading opportunities in the northern China market.



## Exhibitors' Quotes

2019

### CALLIN Co Ltd, Japan

"This is my first-time joining an exhibition. This time we target to meet with nail salon owners especially the owners who are developing other stores or who opening a special store soon.

We aim to release our "Made in Japan" products in suitable salons. This time, I am glad to meet many customers from difference countries. I am very happy."



### Vixia Corporation, Japan

"We are a manufacturer of eyelash extension products. We provide high-quality eyelash extension products at affordable price. This expo is dedicated to nail and eyelash extension products. I really want to participate, and I think it is a must to be here. I found that the expo is really good. It is a truly trading platform for our industry. I also met target customers at the exhibition. Definitely, I will keep joining the expo."

### THESSAK, Korea

"Our company is doing hand and foot care products. This time I brought a good quality and unique in the Korean market a single product participated in this expo.

I met many partners, collected a lot of information and talked a lot with Chinese friends. (Our) The product's repair oil contains perfume. This is the first in Korea. As far as I know, there is no such product in the Chinese market. Therefore, in order to promote the product in the Chinese market, we are looking for sales and partners, and all participated in this expo."



### My Bling Nail, Korea

"Our company specializes in electronic files for nails, and specializes in the production of polishing heads. I run a salon and can produce a wide range of products used by nail customers. I came to Beijing for the first time this year to participate in the exhibition, many nail customers (here). They are very interested in our products, thank them very much. I want to visit(exhibit) again next year. I know there are many beauty exhibitions, but as far as I know, the only international nail art exhibition is held in Beijing, China. So I want to participate. After coming here, the whole expo was really nail products"

### **Biomooi, Taiwan**

“Our brand, Biomooi, is come from Taiwan, specializes in eyelash products. We have almost 20 years of experience in eyelash industry. We design and manufacture the eyelash products by ourselves. And our company also provide training to eyelash artists.

We have been exhibiting at the expo since two years ago. We found that the visitors of this expo are generally high-quality and are serious buyers. And this is just fit our brand image and business strategy, like perfect match.

We target to build brand awareness throughout the country via this trading platform. Indeed, we know that the expo organizer has put great effort to help the industry. It brings to us many foreign visitors. Our brand values both overseas and domestic markets.”



### **La Mansion (HK) Limited, Hong Kong**

“We are currently the agent of Nail Labo, which is the largest nail beauty products manufacturer in Japan. We are also the agent of many leading nail gel brands of Japan, that is Presto, Sunshine Baby, Ageha, and the Japanese popular eyelash brand LADYCOCO, brand of oral, hand and foot care product: Spaluce. The brand of Manicure tools: UTSUMI. There are also nail accessories brand: Jewelry-Nail, as well as nail beauty stickers: Tsumekira.

I’m so glad to see the scale of the Beijing Nail Expo is growing every year. Visitor number is also increasing. This year, we can see many international buyers were invited to join the expo. The expo organizer has showed its great effort to facilitate the exhibitors. For sure we will continue to participate the expo as we are confidence in the exhibiting result.”

### **Wilson Precision Tool, Inc, mainland China**

“We are manufacturer of nail drill. The business has established for over 10 years. Most of our products are then exported to the U.S.,European countries like Germany, and Japan.

This time, we decided to exhibit at the Beijing International Nail Expo because it is really good. It is much better than any other beauty fair. All the visitors are professionals of nail industry. We can meet all our target customers here. So we think the expo is professional, dedicated to nail industry. It is the only professional nail expo in China.

We are very satisfied (with the expo). The visitor traffic is crowded. The business atmosphere is perfect. So we are happy. And we will definitely come back next year.”





**Shanghai Dumi Trade Co., Ltd, mainland China**

“We are participating (the fair) for the 3rd time. I think I should say that Beijing (fair) is the most professional nail art show in China.

**Qingdao Hollyren Cosmetics Co.,Ltd., mainland China**

“Our company is based in Qingdao, China, specialized in producing and processing of eyelashes, and R&D of eyelashes products. The company has been established for over 10 years.

It (the fair) is very professional. The expo organizer did a great job. The expo is well-organized and precise. It brings all nail and eyelash industry players under one roof. The expo is specialized to nail and eyelash products, which is good to us.”



**Eyelash Bay (Beijing) Enterprise Operations and Management Co.,Ltd., mainland China**

“We’ve been joining the Beijing Nail Expo since its first edition. So, it’s my third-time exhibiting here.

From our point of view,we definitely treasure the chance to cooperate with BMG, making use of the platform of Beijing Nail Expo. So that we could export our technology, and build my brand.

Actually I think BMG’s Beijing Nail Expo is doing a great job.”

**The Fair Date and Venue of the Next Expo**

In order to match the international nail exhibition calendar, the fourth edition of the China International Nail Expo, Beijing will continue to be held at the China National Convention Center, Beijing from 1 to 3 December 2020. Wishing all industry players to have another fruitful year in 2020! See you in Beijing!

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