

## EXHIBITOR PROFILE

Manufacturers, Exporters, Sole Distributors  
Agents and Suppliers of:

- Perfumery, Cosmetics and Personal Hygiene
- Natural Health Products
- Health Food & Beverages
- Dietary Supplements
- Professional Care Products, Equipment & Solution for Beauty Salons
- Salon Furnishing Spa & Wellness Facilities
- Contract Manufacturing & Private Label (OEM/ ODM)
- Raw Materials
- Medical Aesthetic Product & Equipment Product
- Development and Design
- Antioxidants
- Fiber and Carbohydrates
- Herbal and Botanical Extracts
- Vitamin and Mineral Supplements
- Functional Foods
- Nutricosmetics

## VISITOR PROFILE

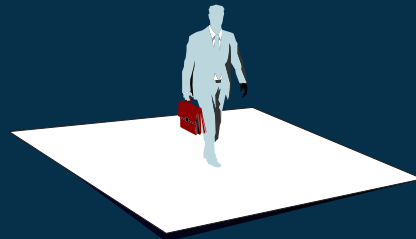
- Beauty Salon & Spa Owners
- Hair & Nail Salons
- Aesthetic & Wellness Centers
- Distributors
- Wholesalers
- Importers
- Local Product Manufacturers
- Department Stores
- Supermarkets
- Pharmacy & Chain Stores
- Manufacturers of Antioxidants Fibers
- Vitamin and Supplements
- Hotels
- Beauty Schools
- Fitness Centers/ Clubs
- Bridal Studios
- Make-Up Studios
- Trade Publications
- Trade Associations
- Government Bodies

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### Option 1 – Raw Space

- USD 350 per sqm (minimum 18sqm)

Ideal for exhibitors who wish to build their own concepts



### Option 2 – Shell Scheme

- USD 385 per sqm (minimum 9sqm)



- Rear and dividing wall partition of 2,5m of height in white laminated panel
- Fascia board with company name and booth number
- Needle punch carpet
- 1 x Information Counter
- 2 x Folding Chair
- 1 x Waste Paper Basket
- 1 x 13 Amp/ 230 Volt Single Phase Power Point
- 2 x 40 W Fluorescent Tube

# Beauty Connect Expo

Cambodia 2023

20 - 22  
September  
2023

DIECC (Kohpich),  
Phnom Penh, Cambodia

The 5<sup>th</sup> International Exhibition & Conference  
for Aesthetic ,Beauty, Cosmetics, Hair, Nail and  
Spa in Cambodia

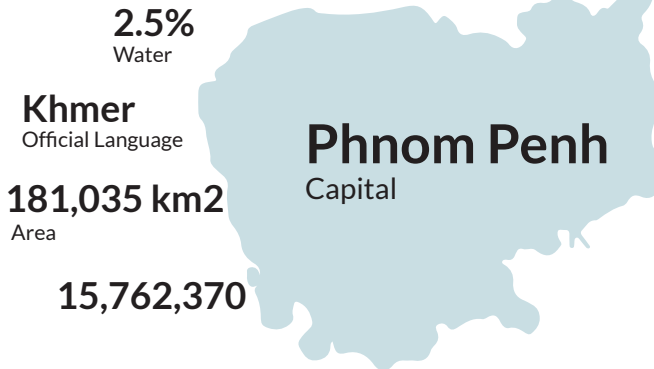
Organizer



Supporter



## GENERAL INFORMATION



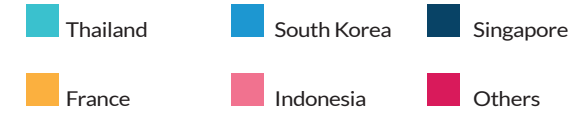
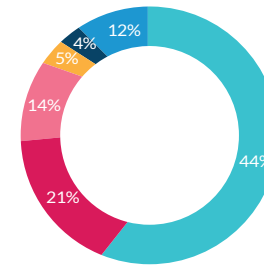
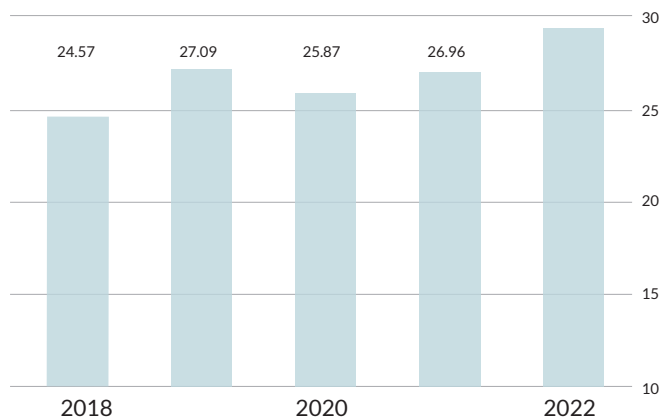
## WHY EXHIBIT IN CAMBODIA?

Cambodia is anticipated to sustain rapid growth momentum after the COVID-19 pandemic, with real GDP growth averaging 5.8% over 2020-2022. Cambodia has one of the most competitive tax regimes in Southeast Asia with the tax-on- profits rate of 20% - the lowest rate in the region. Along with the growing middle - class, the demand for beauty and healthcare has risen sharply and this would be a right time to invest in beauty market of Cambodia. In addition, Cambodia is the most dollarized economy in Southeast Asia, providing more significant advantages for foreign investors.



## Cambodia GDP From 2018 - 2022

(Source: Trading Economics)



Top Cambodia Beauty Products Importer Countries

(Source: atlas.media)

## Top winning strategies in world cosmetics market

	Product label	Imported value
Product Launch	Hair Care	17%
	Frangrance	5%
	Skin Care	14%
	Deodorants	3%
	Makeup Cosmetics	22%
Acquisition	Hair Care	3%
	Frangrance	2%
	Skin Care	17%
	Makeup Cosmetics	3%
Expansioin	Hair Care	5%
	Skin Care	2%
Agreement	Frangrance	8%
	Skin Care	2%
	Makeup Cosmetics	2%
	Agreement	2%

(Source: Secondary research and AMR analysis)

## VISITOR



**1,279**  
Trade visitors



**91%** have  
Positive feedback



**Over 290**  
Business meeting  
during 3-day exhibition

## EXHIBITOR



**40**  
Exhibitors from  
10 countries



**86%**  
Satisfied with  
quality visitors



**75%**  
International  
exhibitors