



广州·上海·北京
民族美业摇篮 全球展贸平台
CHINA'S CRADLE OF
GLOBAL BEAUTY BUSINESS

2018/07/23-25

第21届北京国际美博会

THE 21TH BEIJING INTERNATIONAL BEAUTY EXPO

北京·国家会议中心

BEIJING NATIONAL CONVENTION CENTER



全年：2300个品牌 100,000平米展览空间 130,000专业买家 200,000参观人次

ANNUAL: 2300 BRANDS 100,000M2 EXHIBITION SPACE 130,000 PROFESSIONAL BUYERS 200,000 VISITORS

北京国际美博会

2017年中国(广州)国际美博会挥师北上与中国国际减肥大会强强联合,凭借双方无可匹敌的资源优势和策展经验,成功举办了20届北京国际美博会,为开创大北方美业盛世夯实了基础。2018年7月23-25日将在北京国家会议中心举办第21届北京国际美博会,继续服务于大北方及周边地区的美业市场,并作为美业体系重要组成部分,发挥着无可替代的行业作用。北京佳美展览做为大北方最值得信赖的美博会主办方之一,我们将以首都经济圈为基础,利用北京特殊的背景和地理优势,为参展企业搭建一个以行业标准发布、实施和国际交流中心为契机的美业平台,传递行业最新发展信息,为实现高效互通合作而努力。北京国际美博会在大北方地区美博会中一枝独秀,成为业内人士不容错过的美业盛会。

In 2017, China International Beauty Expo (Guangzhou) launched its joint efforts with China International weight reducing conference. With the unparalleled resource advantage and exhibition experience, 20 sessions Beijing International Beauty Expo was successfully held, which laid a solid foundation for the creation of a prosperous era of the Great Northern Beauty Industry. On July 23-25, 2018, the 21th Beijing International Beauty Expo will be held at the Beijing National Convention Center, which will continue to serve the Beauty Industry markets in the Great Northern and the surrounding areas. And as an important part of the Beauty Industry system, it plays an irreplaceable role in the industry. Beijing Jiamai exhibition as one of the most reliable organizers of the great north China fair, which setting up an Beauty Industry platform based on industry standard issuing, implementation and International Exchange Center for exhibitors, transmitting the latest development information of the industry, and work hard to achieve high efficiency and mutual cooperation. The Beijing International Beauty Expo has become an inescapable event in the Great Northern Beauty industry.

民族美业摇篮，全球展览平台

健康的竞争环境成就高效活跃的交易平台

China's Cradle Of Global Beauty Business

WE AIM TO BUILD A Healthy competitive environment FOR

A SUSTAINABLE PROFESSIONAL trading platform

■ 7 万平米展览空间

70,000 sqm Exhibition Space

■ 1500 个参展品牌

1500 exhibitors

■ 80,000 专业买家

80,000 professional buyers

■ 130,000 参观人次

130,000 visitors

全产业链覆盖

Full Coverage of Industry Supply Chains

上游 SUPPLIERS ■ 品牌商 BRANDS ■ 买家 BUYERS ■ 配套服务 SERVICES

专业线 PROFESSIONAL BEAUTY

专业美容品、医美、养生保健品、养生产品/项目、香薰精油、美体内衣、美体塑形产品、美容仪器、美容院用品、生发养发产品、专业发品、美甲产品/器材、纹绣产品/器材、美睫产品/器材

Professional beauty care, Medical Cosmetology, Health care, Health products/projects, Aromatherapy oil, Shape underwear, Shape products, Beauty care equipment, Beauty salon products, Furniture for beauty salon, Hair restoring & nourishing products, Professional hair care products, Hair care equipment and furniture for hair care salon

日化线 COSMETICS

日用护肤品、日用美发品、彩妆、香水、化妆用具、个人护理品、男士护理品、口腔护理品、孕婴童护理品、洗涤用品

Toiletries, Daily hair care products, Make-up, Perfume, Beauty accessories, Personal care, Man care, Oral care, maternal and Baby care and Washing products

母婴服务 MATERNITY BABY CHILDREN BEAUTY

产后修复、宝宝保健、女性私密、月子会所、纤体瘦身、皮肤管理、母婴摄影、母婴服务平台、妇产医院

Postpartum recovery, Baby health care, Privacy of women, Postpartum care center, Maternal and child service platform

三美 THREE BEAUTIES

美甲产品/器材、纹绣产品/器材、美睫产品/器材、连锁美甲店

Nail product/Equipment, Tattoo product/Equipment, Eyelashes product/Equipment and nail care chain salon

配套 SUPPORTING

软件、APP、设计、人才输出、投资公司、电商平台、知识产权、培训机构、媒体推广

Software, APP, Design, Talent output, Investment companies, E-commerce platforms, Intellectual property rights, Training institutions and Media promotion

国内外客商踊跃参展

International & Domestic active participants

观众地域分布:

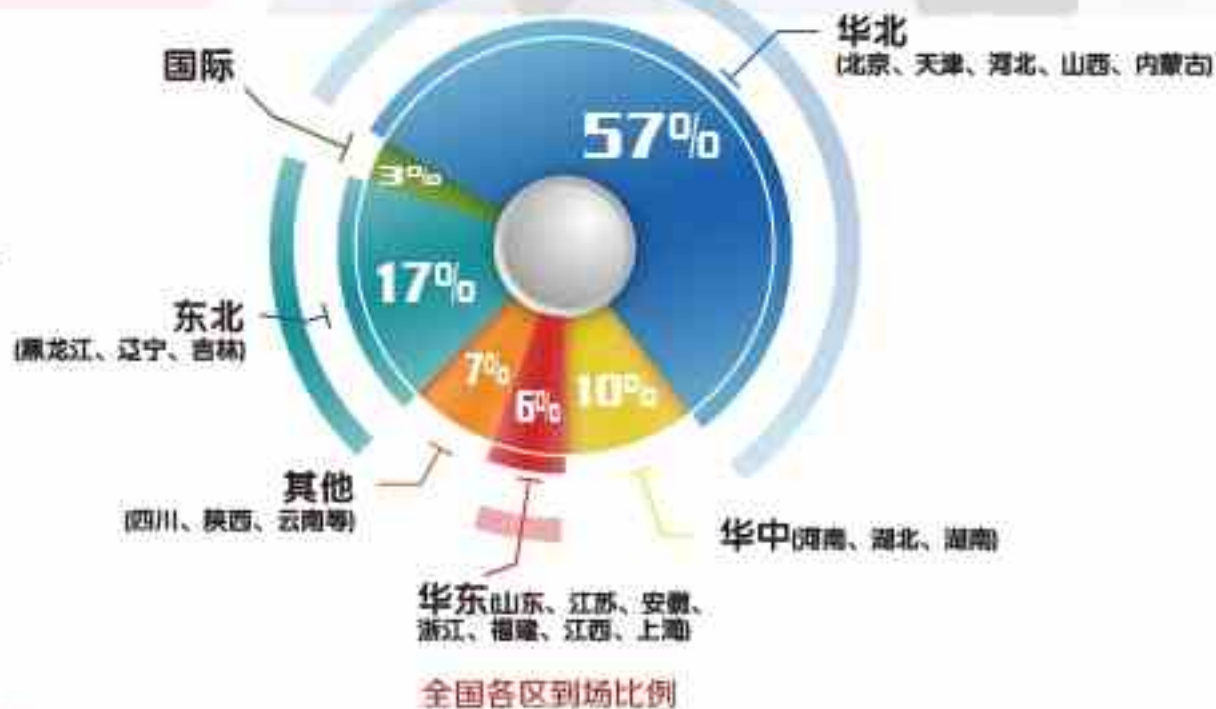
VISITORS BY COUNTRY

国内参观者 **97%**
DOMESTIC

海外参观者 **3%**
OVERSEAS

买家覆盖面 BUYER COVERAGE

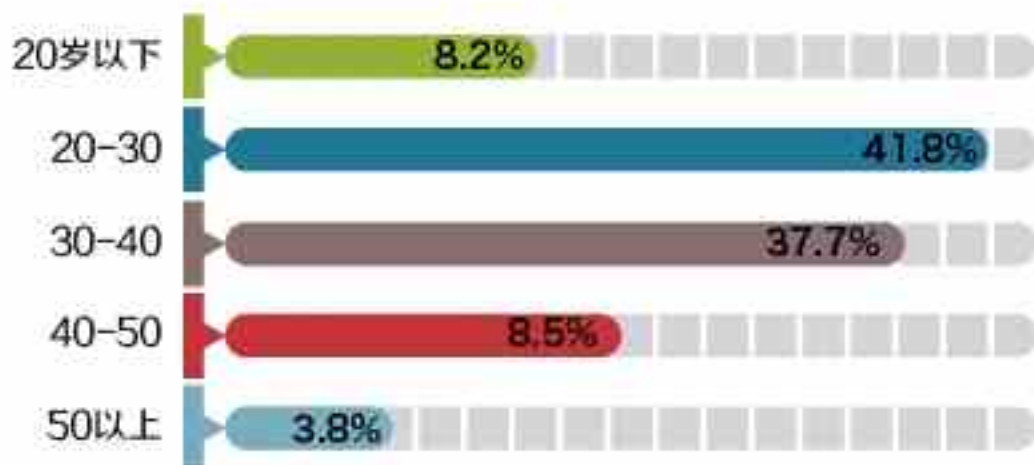
- 1.第19届北京国际美博会观众参观数量: 51866人
- 2.到场参展买家人数: 30018人
- 3.组团参展15个, 到场人数700人



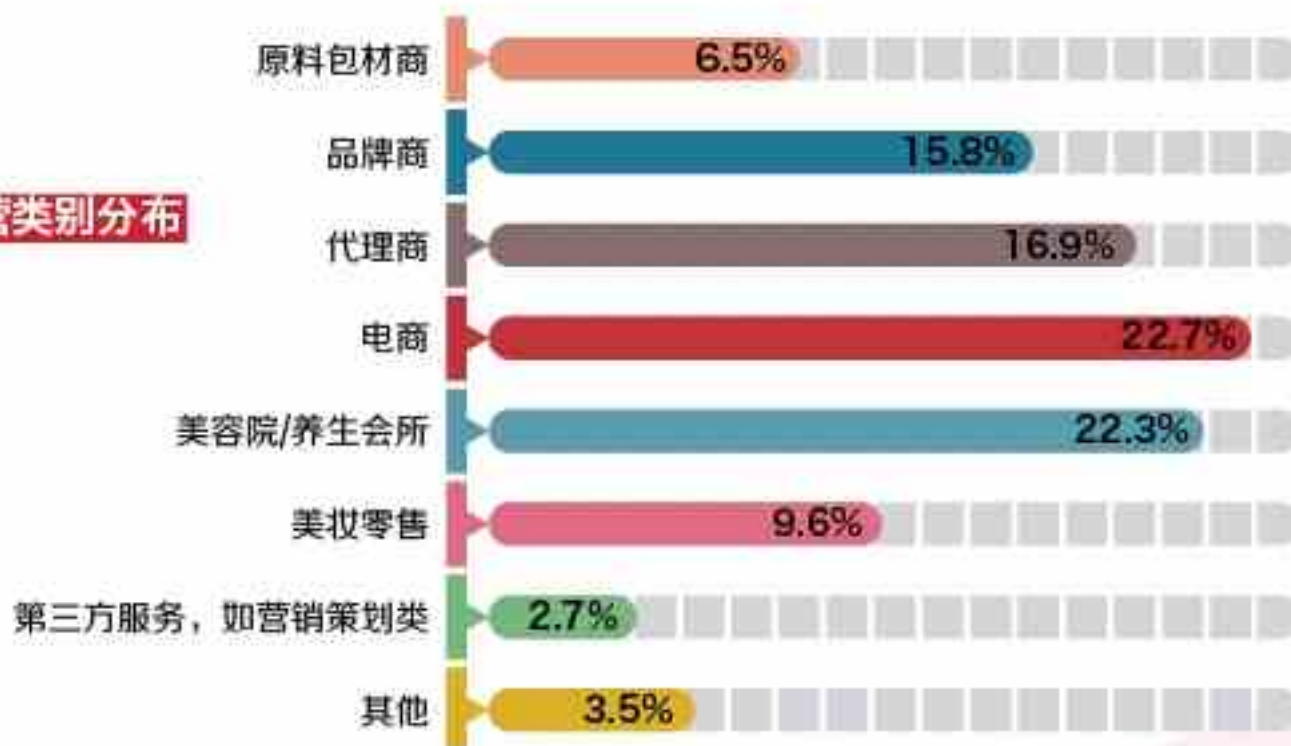
买家数据分析

Buyer data analysis

买家年龄分布



买家经营类别分布



为什么选择BEIJING INTERNATIONAL BEAUTY EXPO?

展馆优势

北京国家会议中心是中国最大、规格最高的会议中心，可容纳数万人，均获开业典礼殊荣成为中国会展业的代名词。

综合展示平台

美容护肤展、健康养生、仪器仪器、毛发植发、医美整形、皮肤管理、美甲、美睫、彩妆、医美日化等等大家均感兴趣的领域。

高品质学术、高峰论坛

展前、展中论坛全国开幕，邀请更多行业产品与技术，携手国内外行业协会，以更高端的模式将各行业内人士举办多场展览活动，就行业热点及前沿问题展开互动，为业内人士提供前沿论坛。

专业的主力单位

北京国际美容大会系列美容专业品牌，美工厂三聚五聚联动，权威、专业，设置传统国内最高规格展会。

行业领导发展的成熟展贸平台

继由中国国际美容大会多年的专业行业论坛与美博会40届强强联手，为更多企业发展提供专业展贸平台，已成为中国美容化妆品产业平台内最活跃的新发展。

Exhibition Hall advantage

The Beijing National Convention Center is the largest and highest standard conference center in China, with the advantage of advanced facilities and complete functions. It has become the core of China's exhibition industry.

Integrated display platform

10 parts of industries have been displayed such as the beauty and weight loss industry, health maintenance, instrument and equipment, medical and child care, cosmetic surgery, skin management, manicure, nail beauty, hairdressing, eyelash business, etc.

High quality academic, peak 2017

Before the 2017 exhibition starts, we will cover more industry products and technologies, join hands with domestic and foreign trade associations and hold multiple supporting activities with stronger guests and industry circles. We will create a 2017 event to explore in beauty fields concerning industry hot topics and frontier issues.

Professional organizer

The Beijing International Beauty Expo-Asia Beauty Professional Exhibition, Three Cities (Beijing/Shanghai/Wangzhou) and Five Exhibitions Integrated Conference, which such as professional and benefit have reflected the domestic fair specialization exhibition.

A mature brand event with its industry steadily developing

Collection of China International Beauty Expo-Asia Beauty Professional Exhibition with 12 years of professional experience in the industry and joining hands with 46 associations Beauty Expo which providing more enterprises with professional exhibition platform, having to become a new milestone in Chinese hairdressing cosmetic beauty platform.



专业增值服务

- 支持参展企业在展会期间举办活动并提供优惠方案
- 30人专业的客服团队进行专业买家的邀约
- 组织业内同仁进行中日、中韩、海外贸易洽谈，资源对接，共同推进美业产业与国际接轨
- 中国美业全国百家专业网络媒体联手合作全力推广
- 免费在发行量30000册的电子会刊上刊登企业信息
- 专业的平台资源为企业量身定制活动、进行高效精准配对、沙龙对接
- 专业团队集结策划、编剧、采集、剪辑、宣传为一体，为企业定制专属访谈、打造高品质私人采访服务

PROFESSIONAL VALUE-ADDED SERVICES

SUPPORT EXHIBITORS TO HOLD ACTIVITIES DURING THE EXHIBITION AND OFFER PREFERENTIAL SCHEMES.

THE 30-PEOPLE PROFESSIONAL CUSTOMER SERVICE TEAM IS ENGAGED IN THE INVITATION OF PROFESSIONAL BUYERS.

WE WILL CONDUCT BUSINESS NEGOTIATIONS BETWEEN CHINA AND JAPAN, CHINA AND SOUTH KOREA, AND FROM OVERSEAS CONCERNING LINKING RESOURCES, AND JOINTLY PROMOTE THE BEAUTY INDUSTRIAL LINKAGE WITH INTERNATIONAL.

CHINA'S NATIONAL TOP 100 BEAUTY PROFESSIONAL NETWORK MEDIA COOPERATED TO PROMOTE

TO PUBLISH THE INFORMATION OF THE ENTERPRISE IN THE ELECTRONIC JOURNAL FREELY WITH 30,000 COPIES.

PROFESSIONAL PLATFORM RESOURCES ARE TAILOR-MADE EFFICIENTLY AND ACCURATELY MATCHED, AND SALON LINKED FOR ENTERPRISES.

THE PROFESSIONAL TEAM GATHERS THE PLANNER, WRITER, COLLECTOR, EDITOR, AND PROMOTER, TO CUSTOMIZE THE EXCLUSIVE INTERVIEW, BUILD THE HIGH-QUALITY PRIVATE INTERVIEW SERVICE FOR THE ENTERPRISE.



完善的配套服务 COMPLETE SUPPORTING SERVICES

专题活动助力展商品牌提升：在展会期间，北京国际美博会努力与展商达成合作，帮助展商提升品牌形象。

Thematic activities help exhibitors to improve their brands. During the exhibition, Beijing international beauty expo has arranged different kinds of activities to assist the exhibitors for improving the brand image.



精准买家邀约：北京国际美博会对于买家邀约重点投放，在全国各地举办推介会，组织专业买家团观展。买家高效观展，展商重点开发客户。

Accurate invitation of buyers. Beijing international beauty expo puts buyers invitations into circulation, holds showcases all over the nation and organizes professional buyers to visit the exhibition. Therefore, buyers can visit the exhibition efficiently while the exhibitors can focus on customer development.

北京国际美博会自媒体宣传：在京美会公众号、美博公众号、美甲美睫公众号、专业美容公众号、美博圈、微博、官网等，帮助展商进行一系列品牌推广。

Our media promotion by Beijing international beauty expo: Jingmeihui public account, CIBE helps exhibitors in a series of brand promotion by taking advantages of its wechat public account, nail & eyelashes public account, professional beauty care public account, CIBE moments, weibo, website, etc.

SERVICE

展区分布合理：整个展馆清晰划分为专业线展区、日化线展区、母婴服务展区，同品类集中，展商共享潜在客户。

The floor plan is rational arranged. The whole exhibition hall is explicitly divided into exhibition areas of Beauty, Cosmetics and Maternity baby children beauty with centralized products of the same category. In addition, the exhibitors can share potential customers.



全国地推活动

CIBE Market Promotion Activities all over the world



新一轮的声动美业创新赋能论坛、最后一公里和美业风口论坛等地推和访谈活动从2017年7月开始到2018年12月将覆盖北京、河北、山西、陕西、山东、云南、安徽、湖北、浙江、江苏、辽宁、福建、贵州、河南、黑龙江、四川、甘肃、吉林、内蒙古、广东、天津等20多个省份城市。

以北京国际美博会平台为根基，撬动美业市场，征集两会提案素材、推广品牌，走入各省市地区，树立美业标杆，加强美业中坚力量的社会责任感。影响美业“2000余个品牌、10000余个终端店面、50万终端消费者”，推动美业的健康和规范发展，提升美业的社会地位，让更多美业民族品牌走向世界！

A new round of sound motion beauty industry innovation energize forum, last mile and beauty industry风口 forum promotion and interview activities by distributors will be initiated from July 2017 to Aug 2018, covering more than 20 provinces and cities including Beijing, Hebei, Shanxi, Shaanxi, Shandong, Yunnan, Anhui, Hubei, Zhejiang, Jiangsu, Liaoning, Fujian, Guizhou, Henan, Heilongjiang, Sichuan, Gansu, Jilin, Inner Mongolia, Guangdong and Tianjin.

Interview- Taking Beijing International Beauty Exposition Platform as the foundation, promote the beauty industries, collect CFFCC proposal material to promote your brand into the various provinces and regions and set up the beauty industry post to strengthen the social responsibility of backbone industry in beauty industry, which has influenced the industry with more than 2000 brands, more than 10000 terminal stores and 0.5 million terminal consumers, promoted the health and standard development of beauty industry norms, improved the social status of the beauty industry, let more national beauty industry brands more global.

趋势论坛与行业赛事 TREND FORUM AND INDUSTRY EVENTS

分享最新商业模式，洞察行业发展趋势，行业新技术与管理模式交流

Sharing the latest business model, observing the industry trends

国际美妆、美甲、美睫、纹绣竞赛，业内顶尖选手竞相展示各自技能

The best contestants show their skills of pedicure, beauty eyelash and semipermanent make up at the international championships.



- **中国纤美产业高峰论坛**
China Slimming Beauty Industry Forum
- **微店商双创峰会**
Micro Shop Double Innovation Summit
- **中国美业创业人物访谈**
Interviews with entrepreneurial characters in the Chinese beauty industry
- **聚美母婴服务融合高峰论坛**
Integration of maternal and child services
- **美业资源对接会最后一公里北京站**
Beauty Industry Resources Matchmaking Last kilometer Beijing Station
- **美业风口论坛北京站**
Beauty Industry Forum Beijing Station
- **第二届声动美业金牌讲师**
The second session of the sound motion beauty gold lecturer
- **2018CNE中国国际美甲美睫纹绣大赛**
2018 CNE China International Nail Art Eyelash tattoo contest
- **2018创新美业亚洲国际美丽盛典大赛**
2018 Innovation America Asia International Beauty Festival Competition
- **微美行业峰会**
Micro beauty industry summit
- **瘦瘦歌大型公益活动发布会**
Thin song large public welfare event conference
- **产后康复发展趋势峰会**
Postpartum Rehabilitation Development Trend Summit
- **待续……**
To be continued



历届专业活动 SPECIAL EVENT

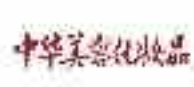
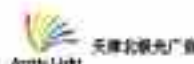
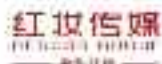
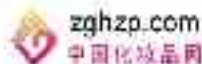
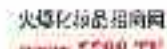
覆盖行业各领域系列活动，共同探讨行业热点议题，发布业界最新潮流趋势

Events to explore industrial HOT TOPICS and the latest fashion trends



大会合作媒体

Media Partners






CIBE
美博会

广州·上海·北京
 民族美业鼎盛 全球展览平台
 CHINA'S CRADLE OF
 GLOBAL BEAUTY BUSINESS

特装展示
 Show special decoration



参展费用 EXHIBITION CHARGE

每9平米标准展位包含以下设备及规格

Each 9 SQM standard booth contains the following equipment and specifications:

公司楣板 Booth board with company	参展商公司名称及展位号 Booth for company name and booth number
围板 Cladding	由铝制框架结构固定的三角围板，角上展位为两边围板和双楣板 Triangular cladding with aluminum frame structure fixed. The corner of the booth is both sides of the board.
地毯 Carpet	展位内均铺有地毯 The booth is covered with carpets.
家具 Furniture	一张询问桌，两把白色折椅 One information counter, two white folding chairs.
电力设施 Electric power facilities	两个射灯，一个插座 Two spotlights, one socket.

展位费用 (Booth Price)

展位类型 The type of booth	展位面积 The booth area	参展费用 Booth charge
标准展位(9㎡) Standard booth (9sqm)	3m x 3m	13800元/9㎡
标准展位(6㎡) Standard booth (6sqm)	3m x 2m	9200元/6㎡
特装展位(光地, 自行搭建) 36平米起 Special booth, open ground need building up your self		1300元/㎡



9平米标准展位



18平米双开口展位

备注:

1. 特装展位: 双开口展位, 加收30%的双开口展位费用。
2. 标准展位设施: 提供围板、楣板、地毯、射灯两只、220V电源插座、一米两椅。
3. 光地展位: 参展光地展位的参展商自行安排搭建设计, 展位费用只包括搭建费用, 还需另外申请电路、交进场管理费等等以及搭建押金。
4. 特装展位的展商需要在参展前两周提交搭建设计图稿及相关资料进行审核。

夏季展位图(B1) Summertime

第21届北京国际美博会

THE 21TH BEIJING INTERNATIONAL BEAUTY EXPO

2018年07月23-25日

北京·国家会议中心

车展时间：2018年07月21-22日
(09:00-17:00)
开幕时间：2018年07月23-25日
(09:00-18:30)
闭幕时间：2018年07月25日
(14:30)



观众入口

观众出口

观众出口

观众入口



WC

WC

WC

- 减肥纤体区
- 养生保健区
- 母婴服务区
- 时尚彩妆区
- 美甲、美睫、纹绣区
- 常规展位区

1号通道

2号通道

3号通道

4号通道

5号通道

第21届北京国际美博会(夏季)主办单位要求,禁止以下项目参展,包括但不限于假冒伪劣产品、侵权产品、香水、饰品(首饰、配饰、项链、戒指、手链等仿制或仿制品,不可以制作成以上物品的原材料)、服饰(含围巾、丝巾、泳帽、泳裤等仿制品、专业摄影器材工器具除外)、其他物品(太阳镜等仿制品)、侵权产品、器具等与本次展会主题不相关的物品。如企业确属以上项目参展,主办单位的展位不予提供,不承担任何费用,并追究法律责任。



北京佳美展览有限公司

参展热线：4000520818

www.beijingbeautyexpo.com

指导单位
GUIDING

中华全国工商业联合会
美容化妆品业商会

主办单位
ORGANIZER

广东省美容美发
化妆品行业协会
国际减肥美体行
业协会(ISFA)

承办单位
ORGANIZER

北京佳美展览有限公司
广州佳美展览有限公司
上海腾美展览有限公司
北京联合美业

协办单位
ORGANIZER

全国工商联微店商专业委员会
中康联合减肥医学研究院
搜瘦网 (soosou.com)
搜瘦直播