

# JOIN THE CALIFORNIA PAVILION AT 2024 COSMOPROF ASIA



November  
12-15, 2024



**\$1,800\***

\*Participation cost without  
California support is \$6,550



**Hong Kong Convention  
& Exhibition Centre**  
Hong Kong, China



**The California Governor's Office of Business and Economic Development (GO-Biz),** in partnership with the **U.S. Commercial Service,** is organizing a California Pavilion at 2024 Cosmoprof Asia. CosmoProf Asia is the leading B2B event in the Asia-Pacific for all sectors of the beauty industry. **California small businesses with beauty and cosmetics products looking to expand to the Asia market are highly encouraged to apply to join our pavilion!**

#### WHO SHOULD ATTEND?

- **Companies seeking to expand into markets in Asia** - Product categories include skincare, baby care, colored cosmetics, perfumes, body care, hair care, and nail care.

#### PACKAGE INCLUDES:

- Turnkey booth with shared meeting space (basic furniture)
- GO-Biz and U.S Commercial Service on-site support
- Exhibitor registration fee with digital catalogue and visitor guide listing, mobile apps and meeting planner, customized E-Invitation and E-Banner
- Digital Showroom and New-Launch Product Promotion
- 50 free admission tickets

#### PACKAGE DOES NOT INCLUDE:

- Travel related costs (flight/lodging/meals/insurance)
- Additional exhibitor services and device/furniture rentals
- Sample shipment
- Interpretation

#### CA STEP Qualifications:

- Pavilion participation is limited to CA small businesses
- Must be exporting goods or services of U.S. Origin or have at least 51% U.S. Content
- Business must be in good standing with the State of California
- [More qualifications details here](#)

**REG DEADLINE:** September 1, 2024, or until spaces are filled

**SPACE:** Limited to five California small businesses

**REGISTRATION LINK:**  
[CLICK HERE](#) - Select "2024 CosmoProf Asia" from the list of activities. Please note: Fee will be collected after your application has been reviewed and approved.

**SHOW WEBSITE:**  
<https://www.cosmoprof.com/en/>

#### MORE INFO/QUESTIONS:

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#### PAVILION ORGANIZERS:



#### TRADESHOW ORGANIZER:

