

## PHILBEAUTY 2019: BIGGER OPPORTUNITIES FOR BEAUTY BUSINESSES

InformaMarkets, one of the world's biggest trade show organizers famed for its huge beauty events across Asia, presents the Philippines' biggest beauty trade show – philbeauty happening on June 4-6, 2019 from 10 a.m. to 6 p.m. at the SMX Convention Center, Pasay City.

"We decided to launch in the Philippines as there was no professional trade show to meet the demands of the beauty industry back in 2014. The Philippines has an abundant supply of natural resources which makes the country an interesting market for international collaboration. It has an informed population, too, who's willing to invest in quality beauty products and even in their own beauty business," said CP Saw, Director of Beauty Portfolio ASEAN of Informa Markets.

Now on its fifth year, philbeauty is the leading international B2B event for the beauty industry in the Philippines. The event brings together inter-

national buyers and suppliers in the beauty scene wherein they interact with a full range of beauty products and services, and enhance industry knowledge through groundbreaking discussions, workshops and activities. More than anything, the participants get to network with key beauty movers and insiders under one roof to start or grow their own beauty business. International beauty products, services and technologies are also launched in this interactive beauty trade show.

The event will feature International Pavilions from China, Korea, Malaysia, Singapore, Taiwan, Thailand, and from different parts of the world to showcase their latest beauty innovations and network in a dynamic and focused business environment.

Admission is free. For pre-event registration and further information, visit [www.philbeautyshow.com](http://www.philbeautyshow.com).

