

PRESS RELEASE

For Immediate Release

PHILBEAUTY RESCHEDULED TO 7 – 9 JUNE 2023

MANILA, 15 APRIL 2022 –Philbeauty will be rescheduled to **7-9 June 2023** at same venue **SMX Convention Center, Pasay City, Metro Manila, Philippines**. The events were originally scheduled to be held on 20-22 July 2022.

The decision to move the show to 2023 was made after thoughtful consideration with key stakeholders, exhibitors and industry partners. The new dates will allow confidence to build in the market, and for the show to return at full capacity, in the safest environment possible.

“It is important that the industry reconnects in a meaningful way, and we believe postponing the show will provide our community the most successful return possible, bringing business back to the Philippines,” says Gerard Willem Leeuwenburgh, Country General Manager of Informa Markets in Philippines.

To allow the show to come back stronger in 2023, the Philbeauty team is bolstering efforts to evolve the show, incorporating more impactful and exciting content, and delivering new onsite experiences. While the in-person event is on hold, Philbeauty has launched opportunities to connect digitally to ensure the community continues to recover and grow. The Philbeauty Digital Showroom allows brands to showcase product and be discovered year-round, and a number of digital sponsorship opportunities through virtual webinars and more are available for greater brand exposure and education.

Gerard says, “We are thankful for the continuous support and understanding from each and every member of our beauty community. When the Philippines welcomes back international travelers, it will allow more exhibitors, visitors and industry partners to reconnect face-to-face with enthusiasm while experience high-quality, safe show. We look forward to reuniting with the beauty community in 2023, and thank everyone for their continued support and understanding.”

For more information about Philbeauty, please visit www.philbeautyshow.com.

To exhibit at Philbeauty, please email sharon.siak@informa.com.



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NOTES TO EDITORS:

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets' Beauty portfolio has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, Tokyo), the world's fastest growing markets. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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