

PRESS RELEASE

For Immediate Release

PHILBEAUTY RESCHEDULED TO JULY 2022

Philippines, 12 August 2021 – Informa Markets Philippines, organizer of philbeauty tradeshow, has decided to reschedule the 7th edition of the event from its original date of 1 – 3 September 2021 following consultation with key industry partners. philbeauty will adopt a new hybrid model with the in-person live event taking place on **20 – 22 July 2022 at Ground Floor, Hall 3 & 4, SMX Convention Center, Pasay City, Metro Manila, Philippines**, and its virtual counterpart running in parallel. We are implementing the **hybrid strategy** to enable international participation in case of any continued disruption to travel.

The decision to reschedule the show was made in line with our commitment to create a safe and secure environment for all our exhibitors, visitors, partners and colleagues. Please accept our apologies for any inconvenience caused. Our focus remains on providing an event of enhanced quality, while ensuring a safe and secure trading experience with quality exhibitors, and qualified trade buyers to make your participation a huge success.

Staying true to our mission of helping and supporting businesses for the advancement of the industry, philbeauty's goal for this year is to be a platform for a new start, to rebound and grow again together. In order to achieve this, we would like to introduce **Beauty Space 2021**, to be held on **29 November – 2 December 2021**, a completely new and comprehensive **online business matching solution**, combining the power of six ASEAN beauty shows from the Philippines, Malaysia, Indonesia and Vietnam coming together. Beauty Space provides lucrative opportunities in the beauty industry to answer a growing demand for shaping the future of beauty in this digital era, enabling key industry players to showcase the latest product innovations and technology whilst enabling you to meet international prospects all within one seamless platform. For more information about Beauty Space, please visit www.beautyspacevirtual.com.

We would like to thank everyone for your continued support of philbeauty, and we greatly appreciate your patience and understanding.

For more information and updates, please visit our website www.philbeautyshow.com.



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ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment 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. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East coast and USA, South America and Caribbean Islands regions. 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.

MEDIA CONTACT:

Jenelle Tan

Marketing Department

Informa Markets

T: +603 9771 2688

E: jenelle.tan@informa.com