

COSMOPROF ASIA SHOW, HONG KONG 2009



Event Overview

Cosmoprof Asia, the largest trade show in Asia for the beauty and natural health sectors was held in Hong Kong, 11-13 Nov 2009. The show attracted more than 40,000 visitors from around the world and 1,412 exhibitors from 39 countries.

Promotion Overview

14 licensees who received financial and marketing support from AMAG participated in various pavilions at the show in the Perfumery, Cosmetics and Toiletries, Beauty Salon, Wellbeing, Hair Care and Natural Health sections. This was the second consecutive year of AMAG's participation in the show.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.