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MEDIA RELEASE

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With increased global and Asian demand pushing Australian exports of beauty and natural health related products to \$338 million in 2006-07, Austrade is encouraging exporters to participate at Cosmoprof Asia 2008, the largest cosmetics trade fair in Asia.

Austrade's Hong Kong-based Senior Trade Commissioner Mark Wood said Austrade can assist businesses involved in the natural health and beauty sectors to capture emerging opportunities in Asia by participating in Austrade's Australian Pavilion at Cosmoprof Asia 2008 in Hong Kong from 12-14 November.

"Natural health and beauty is big business, and Australian expertise can tap into increasing demand across Asia for quality cosmetics and natural health products. Australia has deservedly established a strong reputation as a reliable supplier of consistently high quality, innovative products and ingredients.

"Last year Hong Kong imports of cosmetics grew by over 20 percent to reach A\$1.42 billion, while China's imports grew by a staggering 38.9 percent to reach A\$585 million.

"Cosmoprof Asia is recognised as the premier tradeshow for the beauty, natural health and well-being sectors in Asia. The 2007 show attracted 1,265 exhibitors from 36 countries and over 37,000 trade buyers from around the world."

Companies who provide natural health products such as dietary and nutritional supplements, natural health remedies and therapies, and natural, organic and functional food and beverages, are also encouraged to participate.

Mr Wood said the event is ideal for companies considering entry into other Asian markets in addition to Hong Kong, as exhibitors are offered the chance to meet key buyers and decision makers from many countries in one central location, including buyers from neighbouring countries in South East and North East Asia.

In 2006-07 Austrade helped 109 cosmetics companies achieve 229 deals worth A\$19.5 million in export outcomes.

Over the same period, 39 Australian cosmetics companies received A\$1.65m support under the Export Market Development Grants scheme, winning A\$21.5m in international deals.

To register to be a part of the Australian Pavilion at Cosmoprof Asia 2008 contact Austrade on phone: 13 28 78 (within Australia only).