

Press Release  
For Immediate Release

## **BEYONDBEAUTY AMERICAS – MIAMI BEACH 2020**

### *Discover the Americas Beauty Market*

[HONG KONG, 14 November 2019] - The first edition of **BeyondBeauty Americas – Miami Beach** is scheduled to launch from **15<sup>th</sup> – 17<sup>th</sup> October 2020** at the **Miami Beach Convention Center** in Miami Beach, Florida.

Celebrating Diversity and Self-Expression, **BeyondBeauty Americas – Miami Beach** is a comprehensive B2B platform for the Global Beauty Industry. Located in Miami Beach, South Florida the show is a gateway for brands to unlock business potential in North, South, Central America and Caribbean Islands, and championing Beauty and Health with the latest trends of Beauty products & technologies and Natural & Organic beauty food supplements.

#### **THE BEAUTY MARKET IN USA AND LATIN AMERICA**

Informa Markets has chosen Miami Beach as the most important meeting point for the Beauty Industry to recognize its key role in connection of North American and South American markets. It is an attractive and convenient destination especially for companies from New York and East Coast, who regularly travel to Miami Beach for pleasure and business. In addition to the Leisure part of the city and beautiful beach, Miami has been proven to be successful in attracting major global beauty brands and related suppliers to establish offices and Latin American Headquarters to serve the increasing beauty consumption from visitors all over the world.

Maria Budet, Chief Marketing Officer at the **Miami-Dade Beacon Council**, spoke to the opportunity presented by the Hispanic Beauty Market: “The connection between outer beauty and inner beauty is especially strong for Latinas. The way a woman puts herself together reflects not only on herself, but on her family as it is seen as a sign of respect and pride. This leads to significant spending on Beauty, with Latinas in the U.S. accounting for over 15% of total beauty spend last year at almost \$8 Billion. Given Miami’s unique position as a bridge to Latin America and the Caribbean – markets that not only spend significantly on Beauty but influence the entire segment – choosing to host BeyondBeauty Americas in Miami Beach connects brands with a truly hemispheric opportunity.”

#### **THE EXHIBITION**

Over **450** exhibitors and more than **8,000** visitors are expected at the **Miami Beach Convention Center** in Miami Beach, Florida for the first edition of **BeyondBeauty Americas**. An exhibition area of **10,000** square meters gross will present the newest trends, products and supply chain in the beauty sector, mainly from USA, Canada, Argentina, Bolivia, Brazil, Chile, China, Colombia, Ecuador, France, Germany, Italy, India, Japan, Korea, Mexico, Peru, Taiwan and Thailand.

“Our show brings together two main parties of Beauty industry. One part is the Packaging, OEM, and Manufacturers side, all the suppliers of ingredients, machinery, and new technology to create the beauty products. The other part is Brand Finish Products looking for Importers, Distributors, and Retailers,” said by Ms. Claudia Bonfiglioli, General Manager of Informa Markets Global Beauty

Division. “In addition, we’ll be bringing New Beauty Food Supplements to the show as new element. Other themes such as Collections, Expressions and Connections to cater individual needs for variety of brands and new products,” Ms. Bonfiglioli added.

## SPECIAL INITIATIVES

To facilitate networking between professionals and companies and offer new insights of the trends and characteristics of East Coast and USA, South America, Central America and Caribbean Islands regions. **BeyondBeauty Americas – Miami Beach** has activated a series of Buyer delegation programs throughout USA and Latin American countries as well as match-making meetings.

The Buyer Program is a consolidated tool of the BeyondBeauty Americas event: a selection of international and local buyers will be invited to the event for B2B meetings with exhibitors interested in new developments for their business.

[www.beyondbeautyamericas.com](http://www.beyondbeautyamericas.com)



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### **ABOUT INFORMA MARKETS ([www.informamarkets.com](http://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 2020** 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](http://www.informamarkets.com).

Organizer – BeyondBeauty Americas- Miami Beach

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