



informa markets



CCEE 第52届(秋季) 成都美博会

THE 52nd CHENGDU CHINA BEAUTY EXPO (Autumn)

展后 报告

POST-SHOW REPORT

2025.10.16-18

成都世纪城新国际会展中心6/7/8/9号馆

Chengdu Century City New International Convention & Exhibition Center, Halls 6, 7, 8, 9

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四川省美容美发产业协会 | 成都市美发美容协会

承办单位/Co-organizer

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展会官网/Official Website

www.meibohui.com



展会大数据

Exhibition Data

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

2025第52届(秋季)CCEE成都美博会

THE 52nd CHENGDU CHINA BEAUTY EXPO (Autumn)

2025年10月16-18日 | 成都世纪城新国际会展中心6/7/8/9号馆

Oct 16-18, 2025 | Chengdu Century City New International Convention & Exhibition Center (CCNICEC), Halls 6/7/8/9

主题活动

10大

Concurrent events: 10

分享嘉宾

52位

Guest Speakers: 52

支持媒体

120⁺

Media Coverage: 120+

源头企业

588家

Exhibitors: 588

参展品牌

4500⁺

Brands: 4,500⁺

专业观众

46,909

Professional Buyers:
46,909

展出面积

50,000m²

Exhibition Area: 50,000m²

展期线上曝光

276,800

Online Impressions During
the Exhibition 276,800



本届亮点

Exhibition Highlights

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

• Highlight 1

四川美容美发行业商会30周年

The 30th Anniversary of the Sichuan Chamber of Commerce for the Beauty & Hairdressing Industry

第52届(秋季)CCBE成都美博会恰逢四川美容美发行业商会30周年，因此本届展会现场不仅集结了全国各省市地区近30位美业商协会会长，同时还有商会30周年系列活动在同期开展。

The 52nd (Autumn) CCBE Chengdu China Beauty Expo coincides with the 30th Anniversary of the Sichuan Chamber of Commerce for the Beauty & Hairdressing Industry. Consequently, this year's expo not only brings together nearly 30 presidents of beauty industry associations from across China but also features a series of concurrent events celebrating the Chamber's 30th anniversary.



• Highlight 2

澳大利亚馆首次亮相

The Debut of the Australia Pavilion

成都美博会组委会携手，尚世嘉汇公益协会以及肆和集团（Four and Co Group）和LYS国际贸易公司联合打造了澳大利亚国家馆，带来了澳洲25个本土品牌参展，其中涵盖了护肤、抗衰、美容、健康与生活方式等领域。

The Chengdu China Beauty Expo Organizing Committee has joined forces with the Shangshijiahui Public Welfare Association, Four and Co Group, and LYS International Trading Company to jointly present the Australia National Pavilion. This initiative brings 25 local Australian brands to the expo, covering a diverse range of sectors including skincare, anti-aging, beauty, health, and lifestyle.



本届亮点

Exhibition Highlights

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

• Highlight 3

首次启用AI助手，实现“自助逛展”

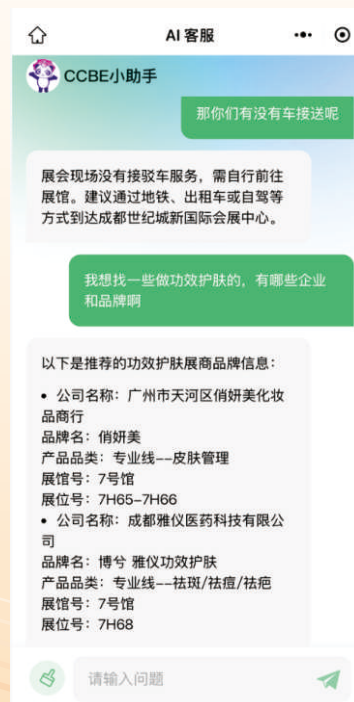
Launch of the First-Ever AI Assistant for a Self-Guided Exhibition Experience

为了提升专业观众的参观体验，此次成都美博会上线了筹备已久的AI小助手，现场大家可通过AI机器人快速获取想要的信息，大幅提升了逛展效率，真正实现了“自助式逛展”。

To enhance the visiting experience for professional attendees, the Chengdu China Beauty Expo has launched its long-awaited AI assistant. On-site, visitors can quickly access the information they need via AI-powered robots, significantly improving their touring efficiency and truly enabling a self-guided exhibition experience.



“码”上体验
成都美博会智能AI

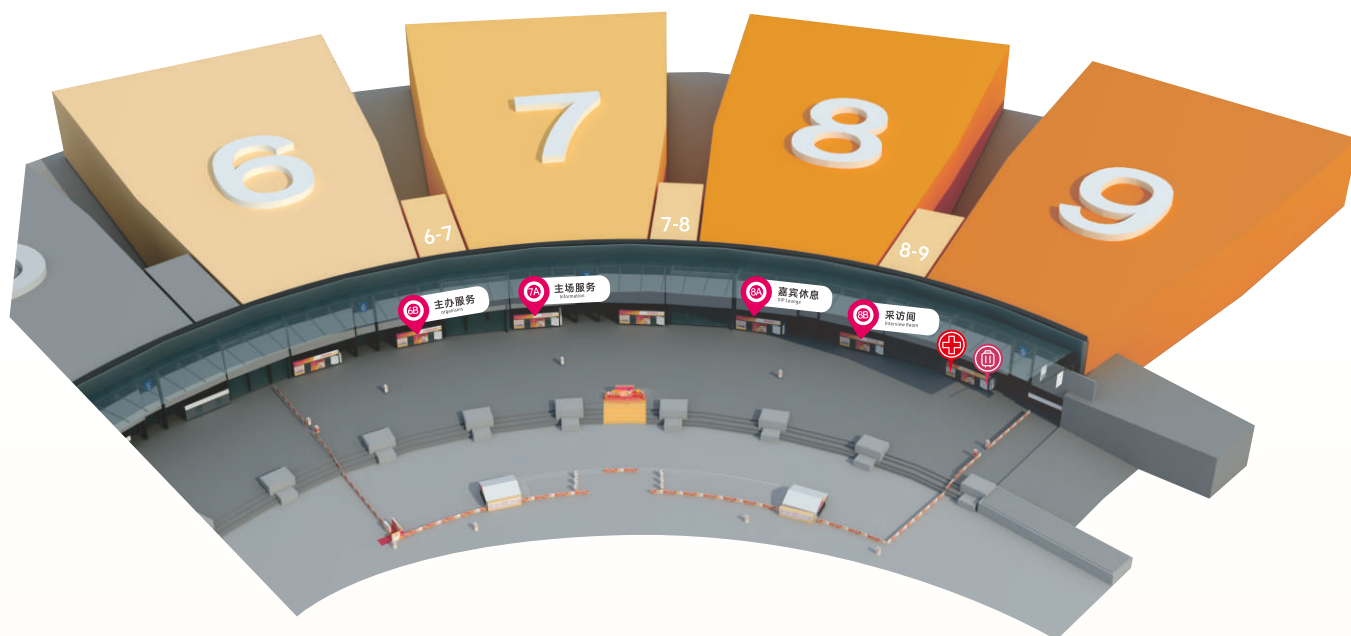


第52届(秋季)CCBE成都美博会展馆分布

Venue Layout for 52nd Chengdu China Beauty Expo(Autumn)

* 4大展馆+4连接馆 *

4 main exhibition halls + 4 connection halls



6
号馆
Hall

专业线品牌馆

膏霜/斑敏痘、问题肌及调肤、进口品牌、祛疤/产后修复、OEM/ODM、原料包材等

Hall 6 - Professional Line Brand Hall

- Creams / Spot, Sensitive & Acne-Prone Skin Products
- Problematic Skin Care & Skin Conditioning Products
- Imported Brands
- Scar Removal / Postpartum Recovery Products
- OEM/ODM Services
- Raw Materials & Packaging Materials

7
号馆
Hall

健康养生馆

精油、药油、艾灸、头疗、生发养发、亚健康管理（睡眠、视力养护）、私密抗衰、产后修复、纤体减肥

Hall 7 - Health Preservation Hall

- Essential Oils
- Medicinal Oils
- Moxibustion Therapy
- Scalp & Head Therapy
- Hair Growth & Nourishment Products/Services
- Sub-Health Management (Sleep Improvement, Eyesight Care)
- Intimate Area Anti-Aging Products/Services
- Postpartum Recovery Products/Services
- Body Shaping & Weight Loss Products/Services

8
号馆
Hall

高端品牌、医美大健康

再生医学、肠道菌群、未病管理、口服、抗衰及修复类、高端头皮、美容仪器、医美产品及项目、整形材料

Hall 8 - High-End Brands, Medical Aesthetics & Health

- Regenerative Medicine
- Gut Microbiota
- Pre-Disease Management
- Oral Health Products (or Oral Nutraceuticals)
- Anti-Aging & Repair Products
- High-End Scalp Care Products/Services
- Aesthetic Medical Equipment
- Medical Aesthetics Products & Programs
- Plastic Surgery Materials

9
号馆
Hall

皮肤管理、水光、三美专馆

皮肤管理、科技美肤、个护洗护、快捷美容项目、水光、美甲美睫、手足护理、美牙、半永久、形体美学（塑形、体型管理、塑形内衣）、假发/发制品、彩妆、快销品/新零售、（院店配套及耗材等）

Hall 9 - Skin Management, Hydration Therapy & "Three Beauties" Specialized Hall

- Skin Management (Professional)
- Technological Skin Beauty
- Personal Care & Hair Care Products
- Express Beauty Programs
- Hydration Therapy (Dermal Infusion)
- Nail Art & Eyelash Extension Services
- Hand & Foot Care Products/Services
- Teeth Aesthetics (Cosmetic Dentistry)
- Semi-Permanent Makeup (SPMU)
- Body Aesthetics (Body Shaping, Body Management, Shapewear)
- Wigs/Hair Products
- Color Cosmetics
- FMCG/New Retail (Beauty Category)
- (Clinic/Salon Supporting Supplies & Consumables, etc.)

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展商数据

Exhibitor Data

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CHENGDU CHINA BEAUTY EXPO
成都美博会

▶▶ 展商数量Exhibitors: **588** 家 ▶▶ 展示品牌Brands: **4,500+**

展商地域分布Top Top Regional Distribution of Exhibitors

43.4% 广东省

Guangdong Province — 43.4%

19.7% 四川省

Sichuan Province — 19.7%

5.8% 山东省

Shandong Province — 5.8%

4.4% 河南省

Henan Province — 4.4%

3.4% 江苏省

Jiangsu Province — 3.4%

3.1% 上海市

Shanghai — 3.1%

2.2% 浙江省

Zhejiang Province — 2.2%

2.1% 重庆市

Chongqing Municipality — 2.1%

15.9% 其他省市地区

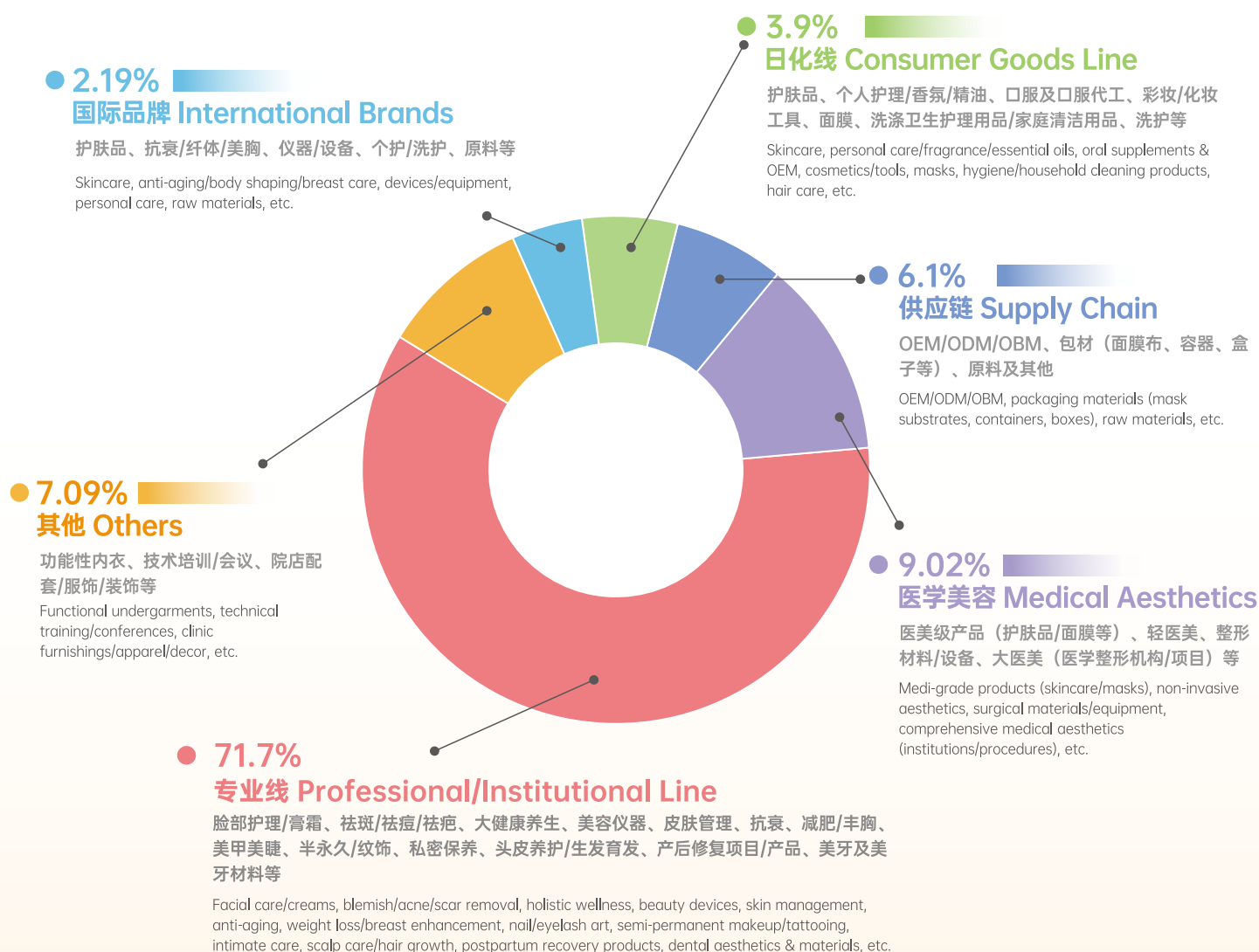
Other provinces/regions — 15.9%



展商类型

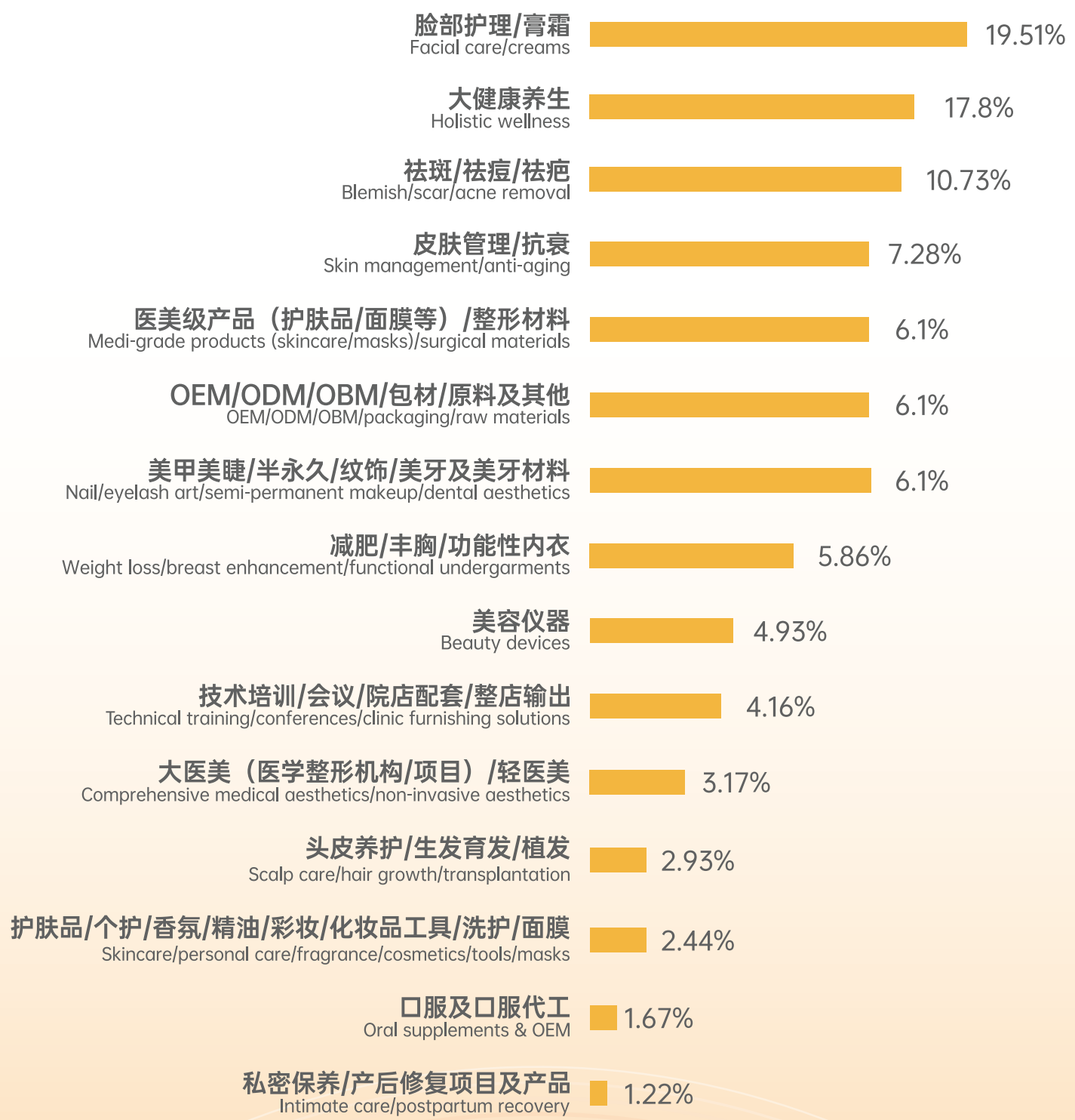
Exhibitor Categories

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展商类型细分占比

Detailed Breakdown of Exhibitor Categories



展商调查

Exhibitor Survey

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

▶▶ 90.59% 展商对本届展会非常满意

90.59% of exhibitors were highly satisfied with this season.

▶▶ 89.87% 展商表示会再次参观

89.87% of exhibitors expressed intent to re-participate.

▶▶ 89.89% 展商会向同行推荐成都美博会

89.89% of exhibitors would recommend CCBE to peers.

2025第52届(秋季)CCBE成都美博会展商综合评分: **9.08** (10分制)

Overall rating for 2025 52nd CCBE (Autumn): 9.08/10



买家数据

Buyer Data

CCE
CHENGDU CHINA BEAUTY EXPO
成都美博会

观众数量

46,909 人

Number of buyers: 46,909



来自云、贵、川、渝、藏、陕、甘等地区的专业买家

Professional buyers from Yunnan, Guizhou, Sichuan, Chongqing, Tibet, Shaanxi, Gansu, and other regions

首次参观人数

53.25%

First-Time Visitors: 53.25%



占领新用户心智，助力触达更多高净值买家

Capture new audience mindshare and connect with more high-net-worth buyers.

到场新观众人数

47.11%

New Audience Attendees: 47.11%



可持续的观众资源池，为品牌发展储备力量

A sustainable resource pool of new visitors, building a reserve force for your brand's growth.



买家分析

Buyer Analysis

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CHENGDU CHINA BEAUTY EXPO
成都美博会

区域聚焦，中国中西部美业标杆展

Regional Focus China's Central-West Beauty Industry Benchmark Event

国内观众地域来源

Domestic Buyer Distribution by Region

西南地区 83.32%

(四川、云南、贵州、西藏、重庆等)

Southwest China (Sichuan, Yunnan, Guizhou, Tibet, Chongqing, etc.) — 83.32%

华东地区 2.17%

(山东、江苏、安徽、浙江、福建、上海等)

East China (Shandong, Jiangsu, Anhui, Zhejiang, Fujian, Shanghai, etc.) — 2.17%

东北地区 1.31%

(辽宁、吉林、黑龙江等)

Northeast China (Liaoning, Jilin, Heilongjiang, etc.) — 1.31%

西北地区 0.80%

(陕西、甘肃、青海、宁夏、新疆等)

Northwest China (Shaanxi, Gansu, Qinghai, Ningxia, Xinjiang etc.) — 0.80%

华北地区 9.01%

(北京、天津、河北、山西、内蒙古等)

North China (Beijing, Tianjin, Hebei, Shanxi, Inner Mongolia, etc.) — 9.01%

华南地区 1.64%

(广东、广西、海南等)

South China (Guangdong, Guangxi, Hainan, etc.) — 1.64%

华中地区 1.31%

(湖北、湖南、河南、江西等)

Central China (Hubei, Hunan, Henan, Jiangxi, etc.) — 1.31%

其他地区 0.81%

(港澳台等)

Others (Hong Kong, Macau, Taiwan, etc.) — 0.81%

专业买家身份TOP

Buyer Positions

26.21%



总裁/总经理/
CEO/VP
President/
General Manager/
CEO/VP

22.03%



经理/主管
Manager/
Supervisor

18.59%



企业主/店长
Business Owner/
Store Manager

14.98%



总监
Director

13.28%



美导/技师
Beauty Consultants/
Technicians

2.45%



医生/护士
Doctors/
Nurses

1.97%



高校
Academic
Institutions

0.50%



商协会
Industry
Associations

*门店/企业决策者参观率较高，渠道触达更精准

A higher visitation rate from store and enterprise decision-makers,
enabling more precise channel engagement.

买家类型

Buyer Types

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CHENGDU CHINA BEAUTY EXPO
成都美博会

主营业务 Core Business

专业线/院线
Professional/Institutional Line

46.98%

医学美容
Medical Aesthetics

20.80%

日化线
Consumer Goods Line

15.51%

专业养发/美发
Professional Hair Care/Styling

4.82%

供应链
Supply Chain

4.66%

国际品牌
International Brands

2.27%

其他/投资考察/媒体等
Others/Investors/Media

4.96%



买家类型

Buyer Types

细分占比 Detailed Breakdown

专业线/院线

Professional/Institutional Line

美容院/水疗	22.72%
Beauty Salon/Spa	
代理商/经销商	20.18%
Agents/Distributors	
生产商/品牌方	19.67%
Manufacturer/Brand Owner	
美容连锁	9.96%
Beauty Chain	
皮肤管理中心	9.00%
Skin Management Centers	
大健康养生馆	5.82%
Health and Wellness Centers	
美体/减肥店	4.65%
Body Sculpting/Weight Loss Stores	
美甲/美睫	2.31%
Nail/Eyelash	
抗衰老/科技美肤中心	2.29%
Anti-Aging/Tech Skin Centers	
纹绣/半永久	1.50%
Semi-Permanent Eyebrow Tattooing	
综合店/前店后院	0.76%
Comprehensive Stores/Front Store and Back Clinics	
产康/月子中心	0.50%
Postpartum Recovery/Postpartum Care Centers	
男士美容	0.40%
Men's Grooming	
浴足/保健/会所	0.22%
Foot Spa/Health Clubs	

医学美容

Medical Aesthetics

民营店/医美连锁	46.69%
Private Hospitals/Medical Beauty Clinics	
轻医美	19.69%
Light Medical Beauty	
代理商/经销商	11.28%
Agents/Distributors	
生产商/品牌方	11.00%
Manufacturer/Brand Owner	
公立医院	7.46%
Public Hospitals	
原材料供应商	2.80%
Raw Material Suppliers	
口腔诊所	1.08%
Dental Clinics	

日化线

Consumer Goods Line

代理商/经销商	30.69%
Agents/Distributors	
CS/化妆品店	28.79%
Cosmetic Stores	
化妆品连锁店	14.09%
Cosmetic Chain Stores	
生产商/品牌方	13.14%
Manufacturer/Brand Owner	
影楼/化妆店/工作室	2.35%
Photo Studios/Makeup Shops/Studios	
电商代运营 (TP、DP等)	2.48%
E-commerce Operations (TP, DP, etc.)	
KA/百货/超市/购物中心	1.94%
KA/Department Stores/Supermarkets/Shopping Centers	

综合店/前店后院

Comprehensive Stores/Front Store and Back Clinics	1.49%
社区团购	1.40%
Community Group Buying	
母婴店	1.40%
Maternity and Baby Store	
药店OTC	0.70%
Pharmacy OTC	
平台方 (线上平台、内容平台)	0.50%
Platforms (Online Platforms, Content Platforms)	
跨境电商	0.45%
Cross-border E-commerce	
MCN机构/红人	0.33%
MCN Organizations/Influencers	
免税店	0.25%
Duty-Free Stores	

专业养发

Professional Hair Care

美发店/美发沙龙	44.81%
Hair Salons/Hair Studios	
头部护理/养发馆	21.28%
Scalp Care/Hair Growth Centers	
代理商/经销商	15.43%
Agents/Distributors	
综合店/前店后院	10.64%
Comprehensive Stores/Front Store and Back Clinics	
生产商/品牌方	4.26%
Manufacturer/Brand Owner	
生发/植发	3.59%
Hair Regrowth/Hair Transplant Clinics	

供应链

Supply Chain

原料	28.06%
Raw Materials	
OEM/ODM/OBM	22.15%
OEM/ODM/OBM	
包材 (面膜布、容器、盒子等)	20.91%
Packaging Materials (e.g., mask cloth, containers, boxes)	
机械设备	18.02%
Machinery and Equipment	
科研公司/研究所/检测机构	10.87%
Research Companies/Institutes/Testing Organizations	

国际品牌

International Brands

中国总代	27.32%
General Agents in China	
一般贸易	16.90%
General Trade	
省级代理	16.90%
Provincial Agents	
进口品	16.34%
Imports	
市级代理	12.39%
City-level Agents	
跨境电商	10.14%
Cross-border E-commerce	

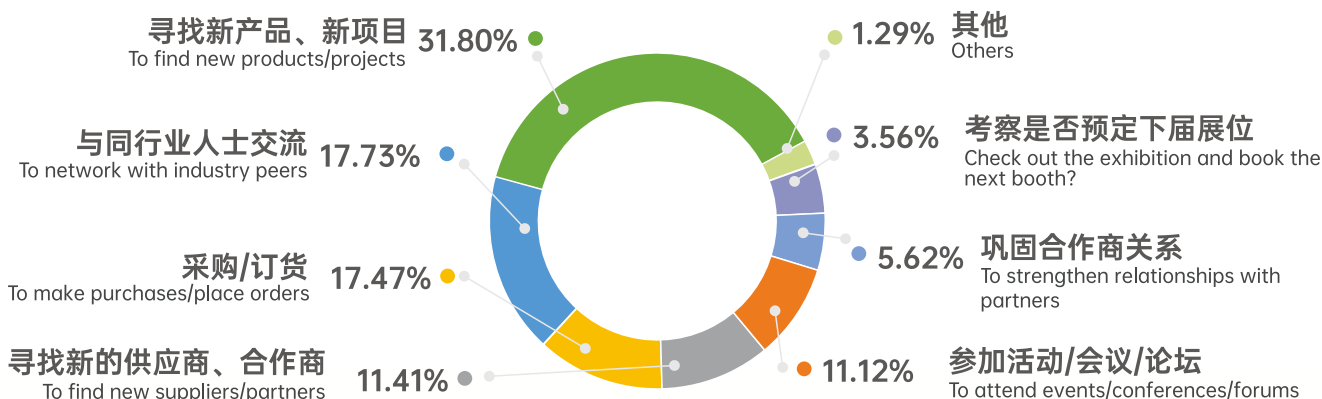
买家调查

Buyer Survey

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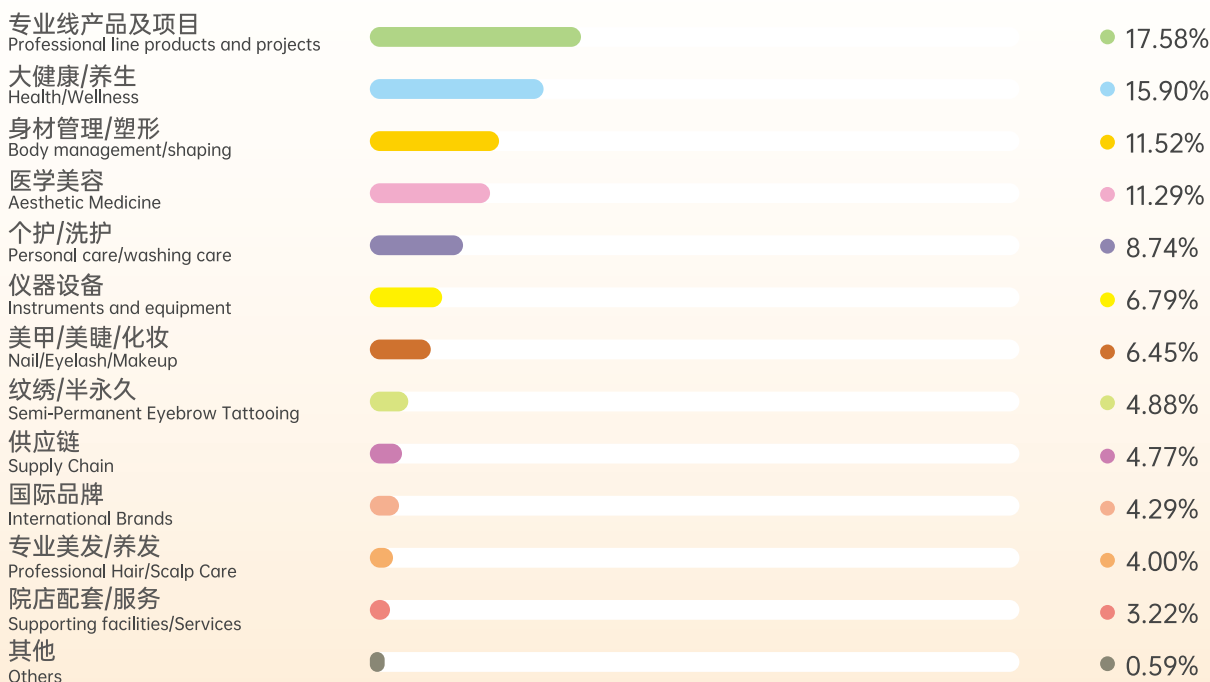
买家参观目的

Visit Objectives



感兴趣的品类

Category of interest



买家满意度

Satisfaction Metrics

- ▶▶ **91.00%** 买家对本届展会非常满意
91.00% of buyers were highly satisfied
- ▶▶ **91.50%** 买家表示会再次参观
91.50% committed to revisit
- ▶▶ **92.45%** 买家表示会向朋友推荐展会
92.45% would recommend the expo

▶▶ **2025第52届(秋季)CCBE成都美博会综合评分:9.45 (10分制)**

The 52nd Chengdu China Beauty Expo (Autumn) Overall Rating: 9.45/10

同期活动

Concurrent Events

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

颁奖盛典、职业竞赛、门店经营、品牌打造、美业风口趋势

Award Ceremonies, Professional Competitions, Salon Management, Brand Building, and Key Industry Trends.

10大场主题活动，高价值赋能

10 Major Themed Events Featuring High-Value Empowerment for All Attendees.

2025第52届(秋季) CCBE成都美博会开幕式

The Opening Ceremony of the 52nd (Autumn) 2025 CCBE Chengdu China Beauty Expo

全国美业协会会长、美业头部企业创始人、总裁及优质买家齐聚，共同见证第52届成都美博会盛大开幕的同时，提前释放本届展会相关数据，为美业人提供逛展、商贸的基础。

Presidents of national beauty industry associations, founders and CEOs of leading companies, and premium buyers will gather to witness the grand opening of the 52nd Chengdu China Beauty Expo. Concurrently, key data for this year's event will be unveiled in advance, providing industry professionals with the essential foundation for their exhibition tours and business activities.



2025第4届 中国美业商协会会长高峰论坛

The 4th China Beauty Industry Association Presidents Summit 2025

汇聚以唐德高会长为首的全国30+省市美业商协会会长、秘书长及头部企业创始人，以“新质·新局·新生”为主题探讨行业现状，搭建资源共享平台。

Gathering over 30 presidents and secretaries-general from provincial and municipal beauty industry associations across China, led by President Tang Degao, alongside founders of leading enterprises. Under the theme "New Quality, New Landscape, New Life," the forum will delve into the current state of the industry and build a platform for resource sharing.

花瑾堂·2025第12届中国美业人®奥斯卡 颁奖盛典暨四川美容美发行业商会30周年

The Hua Jintang · 2025 China Beauty Professionals® Awards Ceremony & The 30th Anniversary of the Sichuan Beauty & Hairdressing Industry Association

在中国美发美容协会指导，以及四川美容美发行业商会30周年加持下，齐聚全国近1000位百强美业名店、连锁名店、知名代理商等代表，表彰优秀企业及从业者，搭建高端交流平台。

Under the guidance of the China Hairdressing and Beauty Association and held in conjunction with the 30th Anniversary of the Sichuan Beauty & Hairdressing Industry Association, this event will bring together nearly 1,000 representatives from China's top 100 beauty salons, renowned chain stores, and prominent distributors. It aims to honor outstanding enterprises and professionals while building a premier platform for high-level networking.



同期活动

Concurrent Events

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

"花瑾堂杯"2025第6届四川美业职业技能竞赛

The 6th "Hua Jintang Cup" Sichuan Beauty Skills Competition 2025

四川美业人职业竞技舞台，助力挖掘技能人才、精进技艺，提供职业晋升通道，并通过成都美博会平台与产业有机结合输送人才。

As the premier competitive stage for Sichuan's beauty professionals, the competition is dedicated to discovering skilled talent, refining techniques, and providing pathways for career advancement. It also serves as a vital link, leveraging the Chengdu China Beauty Expo platform to seamlessly integrate and place these talents into the broader industry.



2025第6季中国美业人®吐槽大会

The 6th Season of China Beauty Professionals® Roast Battle 2025

聚焦中小美业门店经营痛点，以“新美业 VS 老美业”为核心，邀请新老美业代表PK分享，探索经营优劣势。

Focusing on the operational pain points of small and medium-sized beauty salons, this event centers on the theme "New Beauty vs. Traditional Beauty." Representatives from both camps will be invited for a head-to-head showdown to share insights and explore their respective business strengths and weaknesses.

2025第16季中国美业特别美势高峰论坛

The 16th Season of China Beauty Industry Special Trends Summit 2025

以“价值战——价格战是穷途末路，价值战刚刚拉开帷幕！”为主题，探讨构建独特价值体系赢市场，提供破局思路与战略指引。

Theme: "The War of Value: The Price War is a Dead End, The War of Value Has Just Begun!" This summit will explore how to build a unique value system to win the market, providing breakthrough strategies and strategic guidance for the industry.



2025第52届(秋季)CCBE成都美博会



2025三美融合创新发展论坛

2025 Forum on the Integrated and Innovative Development of Medical, Lifestyle, and Technology Beauty

聚焦医学美容、生活美容、科技美容的深度融合与跨界创新，汇聚顶尖专家等，探讨协同发展等路径。

Focusing on the deep integration and cross-boundary innovation of medical, lifestyle, and technology beauty, the forum will bring together top experts to explore pathways for synergistic development.

同期活动

Concurrent Events

CCEE
CHENGDU CHINA BEAUTY EXPO
成都美博会

健康中国·四川行动 暨 美业转型升级战略研讨会

"Healthy China · Sichuan Action" & Strategic Seminar on the Transformation and Upgrading of the Beauty Industry

聚焦美业转型关键议题，剖析最新动态趋势，探讨整合康养资源、重构商业模式、传统美业向蓝海康养赛道转型等方向，助力品牌在复杂局势下实现逆势增长，推动美业乘势转型大健康服务。

Focusing on key issues in the beauty industry's transformation, this seminar will analyze the latest trends and explore strategic directions such as integrating health and wellness resources, reconstructing business models, and shifting the traditional beauty sector towards the "blue ocean" of health and wellness services. It aims to empower brands to achieve counter-cyclical growth amidst a complex landscape and to propel the industry's strategic transition into the greater health services sector.



共生融合

FUSION

美业全域增长新引擎

2025共生融合·美业全域增长新引擎

2025 Symbiotic Integration: A New Engine for Omni-Channel Growth in the Beauty Industry

现场分享，抖音"内容+团购+直播"的闭环经营方法论两套方案；破解单店引流难题与连锁矩阵运营的落地技巧三重突破；实现客流突破、成交突破、经营模式突破。

Two proven methodologies for Douyin's closed-loop business model, integrating "Content + Group Buying + Livestreaming."

Three major breakthroughs in solving customer acquisition for single stores and implementing operational tactics for chain matrices.

Achieving three core breakthroughs: in customer traffic, sales conversion, and business models.

2026新风口趋势发布论坛

2026 Frontier Trends Release Forum

现场14位分享嘉宾，从大健康养生、私密、问题肌解决方案等三大版块进行各维度的细分内容分享，包含未来趋势、热门项目、新品发布、行业热点等。

Featuring 14 on-site speakers, the forum will offer in-depth, multi-dimensional content across three core sectors: Greater Health & Wellness, Intimate Wellness, and Problematic Skin Solutions. The sessions will cover future trends, popular treatments, new product launches, and key industry topics.



*更多活动详情可关注【成都美博会】微信公众号查看

For more event details, please follow the official WeChat account: "Chengdu China Beauty Expo"

云美宝

365天云上贸易配对

YunMeiBao — Your 365-Day Online Trade Matching Platform

展期有限，商贸无限

Limited Exhibition, Unlimited Business.

一键链接源头品牌/工厂/企业

Instantly connect with source brands, factories, and enterprises.



链资源

Connect with Resources

10000+美业源头品牌入驻
Over 10,000+ source beauty brands are on the platform.

"码"上进入云美宝 查看品牌信息

Scan the code to enter YunMeiBao and explore brand profiles.

寻商机

Discover Opportunities

20w+美业人在线询价、选品
200,000+ beauty professionals are online, inquiring and sourcing.

探趋势

Explore Trends

海量美业咨询，在线可查
A massive database of beauty industry insights is available at your fingertips.



宣传矩阵

Media Support

CCBE
CHENGDU CHINA BEAUTY EXPO
成都美博会

▶▶ 政府及行业商协会

Newspaper & Industry Association



▶▶ 深度合作媒体/平台

Deep Cooperative Media & Platform



▶▶ CCBE&英富曼集团自媒体

Platforms of Informa Group



▶▶ 大众及美容时尚类媒体

Public & Beauty Fashion Media



2026CCBE成都美博会展期安排

Exhibition Schedule of 2026 Chengdu China Beauty Expo

春季 Spring

4月16-18日 April 16-18

中国·成都世纪城新国际会展中心
Exhibition Center, Century City, Chengdu

秋季 Autumn

10月15-17日 October 15-17

中国·成都世纪城新国际会展中心
Exhibition Center, Century City, Chengdu



订展热线

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Xiuqin.yang@informa.com



"码"上查看展会详情

Scan the QR code to view exhibition details



"码"上对接源头企业/工厂

Scan to Connect with Source Factories & Brands



"码"上添加成小美一键进入美业群

Add Xiaomei on the QR code to join the beauty industry group with one click.