

## Messe Frankfurt partners with UDN for the glamorous Beauty Expo in Taipei

**Taipei, 13 May 2024.** In acknowledgment of Taiwan's expanding presence in the beauty industry, Messe Frankfurt (HK) Ltd, Taiwan Branch is set to collaborate with UDN.COM (subsidiary of United Daily News Group) in co-organising Beauty Expo in Taipei, the latest addition to the widely-recognised Beautyworld network. This partnership aims to bring together a diverse range of local and international resources within the beauty industry, thereby facilitating increased prospects for international cooperation, as well as import and export activities. The next edition is scheduled to take place from 27 to 30 March 2025 at the Taipei World Trade Centre.

Commenting on the new partnership, Mr Detlef Braun, Member of the Executive Board of Messe Frankfurt, said: "The beauty industry offers a wide range of opportunities for businesses to thrive and cater to the needs of consumers. In this regard, Taiwan offers yet another strategic location for the expansion of our Beautyworld network. In addition to an attractive business environment with a competitive retail landscape, consumers here are savvy and actively seek out innovative and diverse products for skincare, cosmetics and haircare."

Taiwan has become a more prominent player in the beauty industry in recent years, particularly in Taiwanese skincare across Asia, with local brands gaining popularity abroad. At the same time, the demand for international skincare, cosmetics and haircare products has also garnered the attention of overseas brands. Statistics show that the beauty and personal care market in Taiwan is projected to generate a revenue of USD 5.58 billion in 2024 and is expected to experience an annual growth rate of over 4% (CAGR 2024 – 2028)<sup>1</sup>. Since the onset of Covid-19, consumers have increasingly prioritised back-to-basic skincare, body care, and haircare products. Moreover, medical channels have experienced significant growth in skincare product sales, and there has been a sustained increase in online shopping. These factors are all beneficial for the industry's further development, emphasising the heightened need for an international platform like the enhanced Beauty Expo in Taipei now more than ever.

As a gateway for trade and business exchange, the 2025 show expects to attract 230 companies to showcase their latest products across an exhibition area of over 11,100 sqm. The main categories include hair, skincare, cosmetics, nail, lash, medical beauty, scalp care and biotech, amongst other products. It will cater to professionals and personnel from beauty, and hairdressing salons, nail studios, hotels, spas, the retail and wholesale trade, as well as students enrolled in professional beauty academies.

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<sup>1</sup> "Beauty & Personal Care – Taiwan", March 2024, Statista, <https://www.statista.com/outlook/cmo/beauty-personal-care/taiwan> (Retrieved May 2024)

Ms Julia Uherek, Vice President Consumer Goods Fairs, Messe Frankfurt Exhibition GmbH adds: "Messe Frankfurt has held a series of international trade fairs under the Beautyworld banner for over 25 years. The portfolio encompasses eight distinctive events in Dubai, Fukuoka, Nagoya, Osaka, Riyadh, Tashkent and Tokyo, with the recent addition to the network being Beauty Expo in Taipei in 2025. We look forward to building a close partnership with UDN.COM on this latest endeavour. I am confident that our overseas resources, combined with their local expertise, put Beauty Expo in Taipei in a good position to begin its new chapter in the market."

Mr Apollo Sun, CEO of UDN.COM explains: "Beauty Expo stands as one of the longest and most-established trade fair brands under our remit. As we look ahead to 2025, we will enter a new chapter by partnering with Messe Frankfurt. The company has a world-class network in the beauty industry and a leading reputation as a trade fair organiser. This strategic move will inject our show with enhanced international resources, thereby fostering the growth of Taiwan's beauty market and facilitating import and export opportunities."

With a widely recognised media background and network in Taiwan, UDN.COM has expanded its business into other industries and offers extensive experience in organising trade fairs. The company already holds several events in the consumer goods sector including Beauty Expo, which is heading into its 35<sup>th</sup> edition next year. From this long history, the company has established strong relationships with a number of local industry organisations under the show's main product categories.

Meanwhile, Messe Frankfurt (HK) Ltd, Taiwan Branch can utilise its close-knit global sales network that covers around 180 countries and regions to connect the local market with one of the most extensive international beauty trade fair networks in the world. The branch was first established in 1995 to handle the company's business within Taiwan and support the participation of domestic exhibitors and visitors in overseas trade fairs. Since 2009, the company broadened its scope of activity to organise trade fairs in the security sector across Taiwan, Thailand and Vietnam.

For more information about Beauty Expo in Taipei, please visit:  
[www.beautyexpotaipei.com](http://www.beautyexpotaipei.com)

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**Your contact:**

Angel Ho

Tel. +852 2238 9924

[angel.ho@hongkong.messefrankfurt.com](mailto:angel.ho@hongkong.messefrankfurt.com)

Messe Frankfurt (HK) Ltd

35/F, China Resources Building

26 Harbour Road, Wanchai

Hong Kong

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

## **Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organisers with its own exhibition grounds. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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\* Preliminary figures for 2023