

## Press Release



### **Beauty 'Made in Italy' - The first Italian Cosmetic Exhibition in Kuala Lumpur**

**KUALA LUMPUR, 21 JANUARY 2019** – Italian cosmetic products are recognised throughout the world for their quality, innovation and 'Made in Italy' excellence. Beauty Made in Italy aims to promote the excellence, awareness, and availability of Italian beauty products and brands to the world.

For the first time, the Italian Trade Agency in Kuala Lumpur with the collaboration of Cosmetica Italia organised an Italian Cosmetic exhibition in Kuala Lumpur. This 2-day exhibition features 16 beauty and cosmetic Italian manufacturing companies showcasing their cosmetic products ranging from hair care, skin care, colour cosmetic, fragrances, soaps and shower gels, sun care and much more.

Italian cosmetics industry has taken an interest in expansion outside Italy. This initiative is designed to showcase the innovation and excellence of Italian Cosmetic manufacturing

companies specifically designed for the ASEAN countries and distributors from, Vietnam, Singapore, Thailand, Indonesia, Brunei and Malaysia.

Businesses expectations in Malaysia for the period October 2018 - March 2019 reached a net balance of +12.3% across the board, with the retail sector soaring to +23.1%. With the Confidence Index touching a +13.2% in the last quarter of 2018. In this booming and confident environment, beauty and personal care is amongst the sectors expected to greatly high quality profit from a positive conjuncture of growing consumer confidence and spending, together with an ever increasing self-consciousness for the consumer own look.

Concerning the Italian cosmetic export to Malaysia in 2017, the total export is estimated at 8 million EUR and the import for cosmetic products from Malaysia is approximately 1.2 million EUR (-27%). Among of the products Italy export to Malaysia include, hair products (2.5 million EUR (+23%)), skincare (1.8 million EUR), and fragrance (2.8 million EUR).

#### **About Italian Trade Agency:**

The Italian Trade Agency-ITA is the Government agency that supports the globalisation of Italian firms, under the Ministry of Economic Development's strategies. ICE helps to develop, facilitate and promote Italian economic and trade relations with foreign countries, focusing on the needs of SME, their associations and partnerships. ICE sustains Italian firms in their internationalisation processes and promotes the marketing of Italian goods and services, Italian investments, as well as the image of "Made in Italy" products worldwide.

ICE provides information, support and consultancy to Italian companies on foreign markets, promoting and fostering export and cooperation in all areas - industry, agricultural and agri-food, services, etc. - with the target of increasing their presence and making it more effective on international markets. ICE works closely with the Italian Regions, the network of the Italian Chambers of Commerce, business organisations and other public and private entities. ICE headquarters are in Rome, with a large network of offices around the world and acts as "Trade Promotion Sections" of the Italian Embassies or Consulates.

The Italian Trade Agency - Kuala Lumpur office helps to develop, facilitate and promote Italian and Malaysia trade relations, focusing on the needs of SME, their associations and partners. ITA Kuala Lumpur assists more than 110 Italian companies since 1980, promotes Italian products and services, Italian investments, as well as the "Made in Italy" image. ITA Kuala Lumpur, also, assists Malaysian companies interested in investing in Italy and "Made in Italy" products.

To know more about us, please visit our website at <https://www.ice.it/en/>

###

#### **For Media Inquiries:**

Email : Ms Shakira Matridi **at *kualalumpur@ice.it* or +603-2164 9931.**