

Thailand
Health & Beauty
Show 2009



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Show 2009
In conjunction with Thai Spa Day 2009



5-7 June 2009

Trade : 5-6 June 2009
(10.00-18.00 hrs.)

Public : 7 June 2009
(10.00-21.00 hrs.)

At Royal Paragon Hall
Exhibition & Convention Center
Bangkok, Thailand

Thailand: Destination of Spa and Beauty

DEP Call Center 1169
www.dep.thai.go.th

Organized by
DEP
Department of Export Promotion
Ministry of Commerce, Royal Thai Government

THAILAND: DESTINATION OF SPA AND BEAUTY

Thailand is acknowledged to be the “Land of Smiles”, where people are friendly and hospitable, and providing service from the heart. When this image is combined with Thai folk wisdom in the use of herbal remedies and the knowledge of traditional massage, it creates a wonderful alternative health treatment. This is what has led to Thailand’s growth as a spa and beauty destination, and the recognition as the “Spa Capital of Asia”.

With this reputation, the annual Thailand Health & Beauty Show (THAILAND HBS) has become the centre for Asia’s health and beauty services. The show attracts trade and buyers from around the globe, coming to update themselves on the new products and services, as well as raw materials and manufacturing equipment in the health and beauty industry. There are services for spas, traditional Thai massage, spa design, spa equipment, hair styling and beauty equipment, weight loss services, equipment for massage and exercise as well as other related businesses.

The previous Thailand HBS 2008 drew a total of 281 companies in 502 booths, with almost 20,000 visitors amongst which were 4,246 trade members from over 60 countries. Thailand HBS 2009 will be held under the concept “Thailand : Destination of Spa & Beauty” to reflect Thailand’s status as the hub of health and beauty promotion in Asia. The highlight of the show will be the Thai Spa Showcase, the Design in Thailand exhibition, and the Spa Symposium, all of which have been designed to answer to the needs of buyers, manufacturers, exporters and service providers, both domestic and overseas.





THE ACCESS OF GREAT OPPORTUNITY

Since Thailand's health and beauty industry is unique, based on traditional folk wisdom, it has generated interest from overseas visitors, making the annual Thailand HBS the successful forum for members of the health and beauty industry worldwide. They appear at this forum to present their new concepts and products, and hold business talks with buyers from target markets, allowing their businesses to grow at a rapid pace.

Thailand HBS 2009 is ready to be a comprehensive centre between manufacturer and buyer in the health and beauty service industry. This will help to create an awareness, as well as an expansion of investment, as well as the development of products' quality. That is why the health and beauty show is like a gateway to greater opportunities, ready to welcome all service operators, large or small, as well as franchise operators who are looking for business partners. Together, they will present their true potential that will allow access to target markets, and developing themselves as future market leaders.

SHINING THE UNIQUE

The growing interest in health has helped the spa industry in Thailand grows at a steady rate. The government has provided strong support with the aim of making Thailand the hub for health treatments in Asia. Between 2003 and 2011, it is expected to generate no less than 100 billion baht for the country.

With the changing lifestyles of today, the spa and other beauty services have become part of the needs to bring balance into one's health. Thailand's unique spa treatments and services, as well as its reputation for international standard health facilities and services, have made this country truly competitive in the Asia and Pacific region.

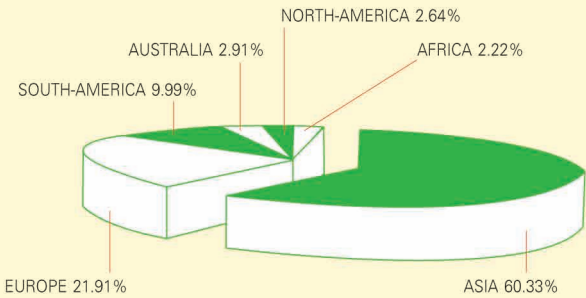


With Thailand's service hospitality being second to none, there is an even greater opportunity to grow to international standards. In 2009, the spa and beauty market is expected to grow by 20-25%, the result of its declaration as the Spa Capital of Asia.

Thailand also possesses all the other necessary elements: qualified personnel, equipment and product development, as well as the unique beauty of its art and culture, all of which combine to make the country a strong player in this market segment, ready to stand proud in an international arena.



OVERSEAS VISITORS TO THAILAND HBS 2008



THAILAND: WORLD-CLASS HEALTH CARE DESTINATION

Thailand has great potential in the health care sector. Health care services have been upgraded in line with the government policy to make Thailand the regional centre for health care. Today there are over 6,000 operators in the health care industry, from medical spas and health massages to beauty massage treatments. In 2008, health care earned over 12 billion baht, with 16% growth in comparison to the previous year.

The beauty industry has also grown significantly. Thailand's strengths have been its modern management combining with oriental Thai designs, and comprehensive service including salon formats, and additional treatments for face and body. There are add-ons such as makeup services, facials, weight-loss programmes, with new techniques introduced to give a comprehensive one-stop service. Beauty training schools have also been opened in conjunction with health and beauty centres, and this segment now earns over 30 billion baht per year.

The Thailand HBS 2009 is therefore ready to present products and services from every segment of the health and beauty industry, both domestic and overseas, from spas, aromatherapy and modern medicine to health care, beauty care, cosmetics, health food and drink, herbs and traditional Thai medicine. The Thailand HBS 2009 aims to be a One Stop Service for the health and beauty industry, enhancing Thailand's status as the Asian health centre.





PRE-REGISTRATION FORM
Please complete all section

Please complete or attach your business card

Title Mr. Mrs. Ms. Others.....

Name

Position

Company

Address

Country

Postal/ Zip Code

Fax

Telephone

E-mail Address

Website

A. Type(s) of your business :

- | | |
|--|---|
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Tour Operator |
| <input type="checkbox"/> Importer | <input type="checkbox"/> Government/Private Office Overseas |
| <input type="checkbox"/> Distributor/Agent | <input type="checkbox"/> Welfare Organization/Section |
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Multinational Company |
| <input type="checkbox"/> Retailer | <input type="checkbox"/> Fitness/Sports Club |
| <input type="checkbox"/> Department Store | <input type="checkbox"/> Health Resort/Rehabilitation |
| <input type="checkbox"/> Specialty Store | <input type="checkbox"/> Center/Spa |
| <input type="checkbox"/> Chain Store | <input type="checkbox"/> Hospital/Clinic |
| <input type="checkbox"/> Retail Outlet | <input type="checkbox"/> Others (Please specify) |
| <input type="checkbox"/> Discount Store | |
| <input type="checkbox"/> Direct Sales/Mail Order | |

B. Main product or service lines of your interests :

- | | |
|--|--|
| <input type="checkbox"/> Health Services | <input type="checkbox"/> Beauty Services |
| <input type="checkbox"/> General Hospital | <input type="checkbox"/> Beauty Salon |
| <input type="checkbox"/> Thai Traditional Medical Services | <input type="checkbox"/> Beauty School/Make-up |
| <input type="checkbox"/> Thai Traditional Massage | <input type="checkbox"/> Institute |
| <input type="checkbox"/> Herbal Massage | <input type="checkbox"/> Herbal Steam Bath |
| <input type="checkbox"/> Aromatherapy Massage | <input type="checkbox"/> Body Treatment |
| <input type="checkbox"/> Specialized Hospital/Clinic | <input type="checkbox"/> Others (Please specify) |
| | |

Health Spa/Resort

- Sport Club/Fitness/Slimming
- Center
- Rehabilitation Services
- Others (Please specify)

Beauty Products

- Beauty Equipment
- Make-up Cosmetics and Perfume
- Skin Care/Body Care
- Hair Care Products
- Others (Please specify)

Health Products

- Herbal/Aromatherapy Products
- Spa Accessories
- Herbal Beverage
- Herbal Food
- Herbal Medicine
- Medical Equipment
- Pharmaceutical Medical
- Fitness Equipment
- Optical/Lens
- Sports Equipment & Accessories
- Others (Please specify).....

Raw Materials and Processing Equipment

- Natural
- Processing Equipment
- Chemical Ingredients
- Packaging
- Others (Please specify)

- Other Related Services/Products (Please specify)

C. How did you learn about Thailand Health & Beauty Show 2008?

01. Invitation

- 1.1 Association/Chamber of Commerce
- 1.2 DEP (Fair Organizer)
- 1.3 Exhibitor
- 1.4 Magazine/Newspaper
- 1.5 Sales Agent (Please specify)
- 1.6 Office of Commercial Affairs/Thai Trade Center at
- 1.7 Others (Please specify).....

02. Internet

- 2.1 E-mail
- 2.2 Website (Please specify)

D. Please indicate the purpose(s) of your visit:

- Establish contacts/Visit supplies
- Gather information
- Seek representatives
- Source products or services/Improve own business
- Place orders
- Evaluate show for future participation
- Others (Please specify).....

E. Have you ever visited the fair before?

- Yes (Years of visits)
- No

Tips for Visitors

Admission

Free admission

- Register on site or pre-register online [HYPERLINK "http://www.thaitradefair.com"](http://www.thaitradefair.com) www.thaitradefair.com or with the attached form / and fax to +66 (0) 2512-2223 or with our overseas offices
- Visitor's badge available at the fair registration counter
- Persons under 15 years of age are not allowed into the exhibition hall

Attire

- Business attire or smart casual
- Shorts and sandals not permitted

On-Line Access

- Fair information available at the official Thailand Health & Beauty Show 2009 website : www.thaitradefair.com
- E-Catalogue or online preview is active on the Official website one month prior to the fair

Publications

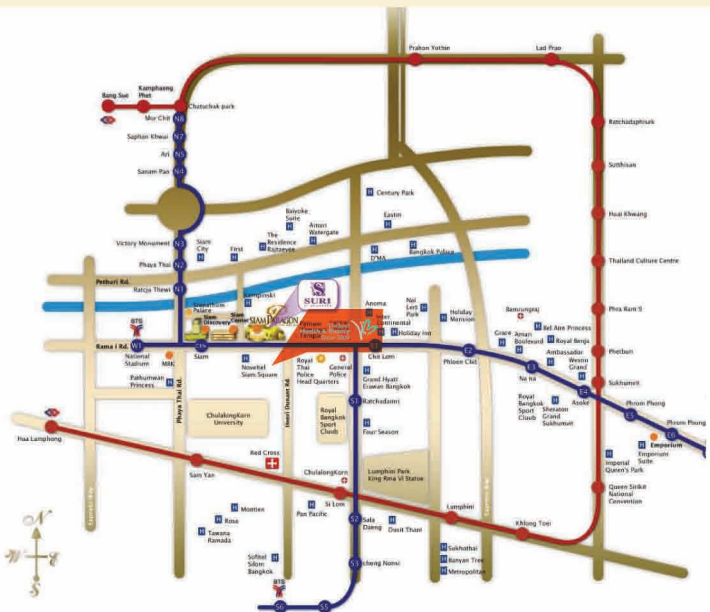
- Visitor Guide is available at the fair site
- Fair catalogue can be purchased on site

On-site Facilities

- Business center
- Business matching lounge
- International lounge and hospitality area with interpretation service
- Restaurants and food court
- Halal food catering and prayer room for Muslim visitors
- Childcare center, etc.

Venue

- At Royal Paragon Hall, Siam Paragon, BKK, Thailand
- For direction to the fair, please visit website: www.thaitradefair.com or www.siamparagon.co.th



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