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POST SHOW REPORT

Cosmetica Dhaka 2025

8,9 August, 2025, ICCB, DHAKA

Cosmetica Dhaka 2025, organized by SquadMind Global Ltd., successfully concluded as the premier international trade exhibition for the beauty and cosmetics industry in Bangladesh. Held on August 8-9, 2025, at the International Convention City Bashundhara (ICCB), the event solidified its position as a critical nexus for business, innovation, and knowledge exchange.

11,700

ATTENDEES

78

EXHIBITORS

2 DAYS

OF NETWORKING
OPPORTUNITIES

300+

B2B MEETINGS



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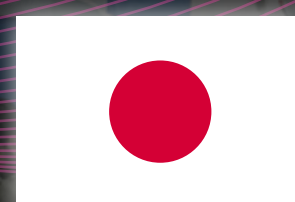
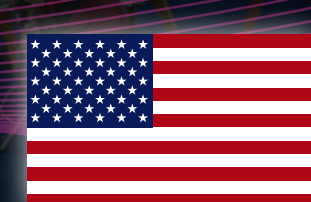
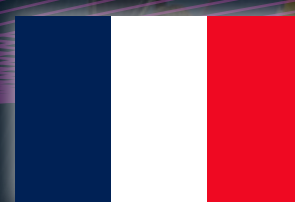
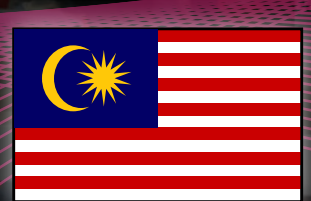
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The exhibition served as a powerful catalyst for the regional beauty economy, generating an estimated USD 4.6 million in trade volume. With participation from 12 countries and 78 exhibitors, the event attracted over 10,000 trade visitors and facilitated more than 300 B2B meetings. The overwhelming positivity from exhibitors (84% positive or highly positive) and high satisfaction rate among visitors (80%) validates the event's significant value and impact, setting a new benchmark for the industry.





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Event Overview

Cosmetica
Dhaka 2025

SquadMind
Global Ltd.

ICCB, Dhaka
Bangladesh

8-9 August,
2025

Trade
Exhibition

Personal
Care & Hygiene
Show

20,000+
Square Feet

Exhibition Name

Organizer

Venue

Date

Type

Concurrent Expo

Total Space





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Key Highlights & Achievements

Unprecedented International Participation:

Participation from 13 countries, creating a truly global marketplace.

Significant Economic Impact:

Generated USD 4.6 Million in on-site and anticipated trade volume.

Robust Business Connections:

Over 300 structured B2B meetings, fostering lucrative partnerships.

Massive Industry Gathering:

10,000+ visitors, including distributors, retailers, manufacturers, and brands.

High-Level Inauguration:

Graced by His Excellency Mr. Park Youngsik, Ambassador of South Korea to Bangladesh, elevating the event's diplomatic and commercial stature.

Diverse Product Spectrum:

Comprehensive display from raw materials, finished goods to machineries covering the entire supply chain.



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Inauguration Ceremony

The exhibition commenced with a grand inauguration ceremony that set a tone of international cooperation and industry growth. The chief guest, His Excellency Park Youngsik, Ambassador of South Korea to Bangladesh, officially inaugurated the exhibition. In his keynote address, H.E. Mr. Park emphasized the growing trade relations between South Korea and Bangladesh in the cosmetics sector and praised the initiative for creating a vital platform for knowledge transfer and business development.

Senior representatives from supporting organizations, including **MR. JINHAK HUR**, DG, Korea Trade Promotion Agency (KOTRA), the Department of International Trade Promotion, Thailand (DITP), and the **MR. A.K.M AZAD**, President, Bangladesh Indenting Agents Association (BIAA), **MR. MALIK MOHAMMED SAYEED**, CEO of Square Toiletries Ltd, **MR. MD QUAMRUL HASSAN**, CBO of ACI Consumer Brands, **MR. MANOJ ARORA**, Chairman & MD of Sacherome were also present, highlighting the collaborative spirit of the event.





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Exhibition Analysis

The **78 exhibitors** presented a comprehensive ecosystem of the beauty industry:

- **Raw Materials & Ingredients:** (Approx. 35%) Featured innovative, natural, and sustainable ingredients from regional and international suppliers.
- **Machinery & Packaging:** (Approx. 20%) Displayed state-of-the-art manufacturing, filling, and packaging solutions, highlighting automation and efficiency.
- **Finished Products:** (Approx. 45%) A diverse range from color cosmetics, skincare, haircare, personal care, to fragrances from established brands and exciting new entrants.

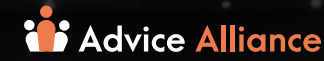




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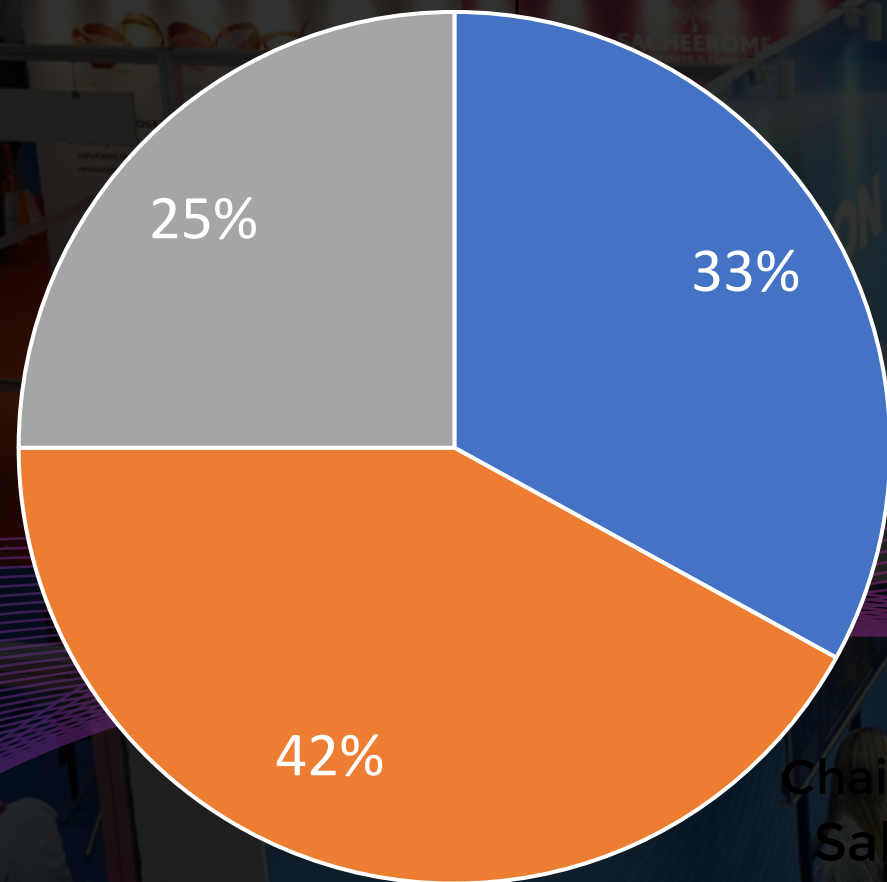


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Visitor Demographics

The event attracted a highly targeted audience of **10,000+ visitors** over two days. The breakdown included:



Trade Professionals

CEOs, Directors, Procurement Managers, R&D Scientists, Quality Control Managers.

Business Profiles

Importers, Distributors, Wholesalers, Retail Chain Owners, Pharmacy Owners, Salon & Spa Owners, Beauty Influencers, and Media.

General Consumers

Strong attendance from all major cities across Bangladesh, with significant international visitors.

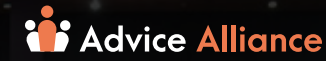




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B2B Matchmaking & Trade Volume

The dedicated B2B matchmaking program was a cornerstone of the event's success. The **300+ meetings** provided a structured environment for serious business discussions. The resulting **USD 4.6 million** in immediate and projected trade volume demonstrates the high intent and purchasing power of the attendees. Deals were struck for bulk raw material supply, machinery acquisition, distribution rights, and franchise agreements.

Chain Owners, Pharmac
Salon & Spa Owners,
Influencers, and Media





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Knowledge Sharing: Technical Sessions

Two insightful technical sessions provided valuable learning opportunities for industry professionals.

Session 1: Regulatory Policy & Industry Trends (Dr. Sitesh Chandra Bachar, Professor, DU)

- **Focus:** Explored the evolving regulatory landscape in Bangladesh and South Asia. Discussed emerging trends such as clean beauty, sustainability, digital marketing, and the influence of K-beauty.
- **Panelists:** Representatives from regulatory bodies, international trade agencies, and market analysts.

Session 2: Cosmetics Health & Safety (M Rinat Rizvi, M Pharm; LHMP)

- **Focus:** Best practices in manufacturing, quality assurance, preservation, and consumer safety. Addressed the increasing consumer demand for safe, non-toxic products.
- **Panelists:** Industry experts from leading manufacturers and regulatory backgrounds.

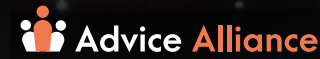




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Sponsor Recognition

The success of Cosmetica Dhaka 2025 was made possible through the generous support of our sponsors:

Title Sponsor: Square Toiletries Ltd. (A leading force in Bangladesh's personal care industry)

Platinum Sponsor: Ingenious Resources (A key player in sourcing and innovation)

Gold Sponsor: CUTE (A recognized brand in the beauty market)

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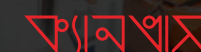
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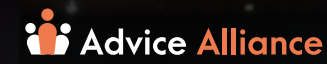




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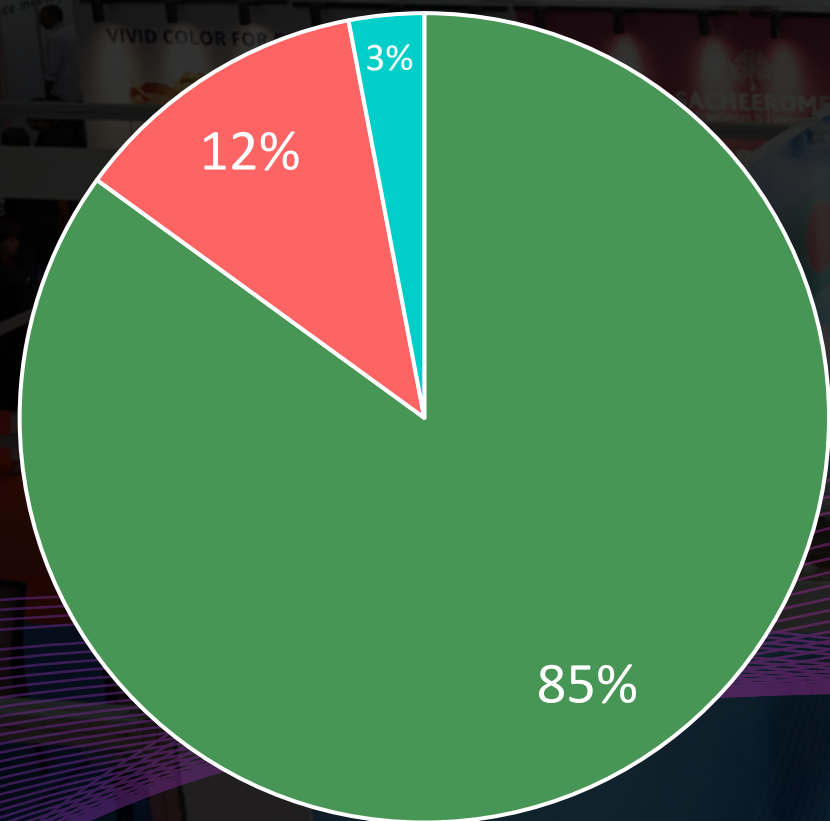


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Feedback & Sentiment Analysis

Exhibitor Response:



Highly Positive

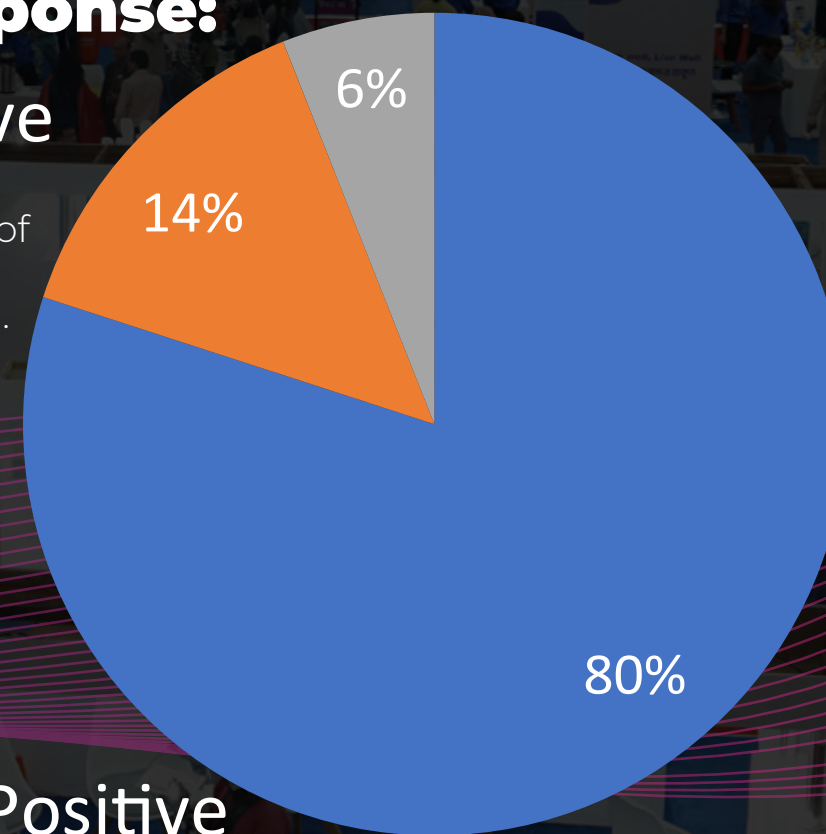
Praised the quality of visitors, high number of qualified leads, and excellent organization.

Positive

Reported good connections and achieved their core objectives.

Moderately Positive

Suggested areas for growth in visitor segmentation.



Satisfied

Found new suppliers/ products, gained valuable industry insights, and were pleased with the variety of exhibitors.

Neutral

As the initial edition, these group of people are okay but expect more in coming editions.

Not Satisfied

Primary feedback centered anticipated to see even more international brands and specific product categories.



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Conclusion & Outlook



Cosmetica Dhaka 2025 exceeded all expectations, successfully connecting the dots in the regional beauty industry's supply chain. It provided an unparalleled platform for networking, commerce, and education. The strong support from international embassies and trade agencies confirms the event's strategic importance.

The resounding positive feedback and significant commercial outcomes have laid a solid foundation for future growth. The organizer, SquadMind Global Ltd., is committed to building on this success, with plans to expand the scale and scope of Cosmetica Dhaka 2.0 in 2026, bringing even more value to exhibitors and visitors alike.