



Trade Show  
for Industry  
Professionals  
**ASEANbeauty**  
Southeast Asia's Premier Beauty Show

2-4 May 2019 ► BITEC, Bangkok, Thailand.

## Beauty Innovation Awards 2019

Beauty Innovation Awards 2019 is a product competition funded by the Thailand Institute of Scientific and Technological Research (TISTR), promoting the concept "Innovations for Beauty Businesses." To be held at ASEANbeauty, the Awards is aimed at improving products and exhibitors, and contestants must demonstrate how they make use of innovations in their own business. We would like to invite exhibitors at ASEANbeauty 2019 to submit ideas for the contest. The winner will receive the commemorative trophy and certificate from Thailand Institute of Scientific and Technological Research (TISTR).

### Organisers and Judges

1. Thailand Institute of Scientific and Technological Research (TISTR)
2. Marketing Association of Thailand (MAT)
3. UBM Asia (Thailand)

### Targets

Exhibitors at ASEANbeauty 2019 only

### Objectives

1. To support the use of innovations and creativity by exhibitors at the event following the Thai government's "Thailand 4.0" policy
2. To develop and uplift exhibitors at the event, as well as strengthen their potential to gain global recognition

### Contest Guidelines

Contestants must fill out the application form online ([Link>>>](#)) and attach the paperwork (10-15 pages) in PDF format only, demonstrating ideas for the beauty business.

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## Note

1. Each submission must be wholly original and must not violate any law or copyright. In the event of any violation, all awards shall be returned and the contestants who violated shall be responsible for any ensuing damages.
2. All information regarding the application announcement is subject to change without prior notice.

## Project Period

| Date                     | Details  | Note                              |
|--------------------------|--|-----------------------------------|
| 19 March 2019            | Official application announcement  |                                   |
| 19 March – 11 April 2019 | Submission of proposals via <<LINK>>   | We accept online submission only. |
| 22 April 2019            | Selection of winner(s)   |                                   |
| 2 May 2019               | Winner announcement and awarding ceremony at the opening of ASEANbeauty 2019 | At Hall 102 BITEC Bangna          |

**A panel of judges will score on product ideas and packaging, and all entries will be judged based on the three criteria below.**

1. Demonstrating innovative ideas and creativity on the basis of practical knowledge, providing scientific evidence and processes to ensure product efficiency and safety, providing sources and references, validating the ideas and proving they are not pirated
2. Demonstrating feasibility in manufacturing, marketing and business development
3. Demonstrating business ideas, and social and environmental responsibility

## Awards

- **Winner:** commemorative trophy and certificate
- **First Runner-up:** commemorative trophy and certificate
- **Second Runner-up:** commemorative trophy and certificate

\*The decision of the judges shall be final.

## **For any enquiries, please contact**

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