

# 2023 COSMOPROF ASIA

Hong Kong, China | Nov. 15-17, 2023

HONG KONG CONVENTION & EXHIBITION CENTRE



The California Governor's Office of Business and Economic Development (GO-Biz) is supporting up to 5 California small businesses with \$4,850 per company in funding to exhibit at [2023 Cosmoprof Asia](#) under the USA Pavilion. Companies who are interested in California STEP funding for this opportunity must submit a STEP Event application via [the registration link](#) before the approval deadline.

## PACKAGE INCLUDES:

- Turnkey booth with shared meeting space (basic furniture package included)
- U.S Commercial Service on-site support
- Exhibitor registration fee with digital catalogue and visitor guide listing, mobile apps and meeting planner, customized E-Invitation and E-Banner
- Digital Showroom and New-Launch Product Promotion
- 50 free admission tickets

## PACKAGE DOES NOT INCLUDE:

- Travel related cost (flight/lodging/meals/insurance)
- Additional exhibitor services and device/furniture rentals
- Sample shipment
- Interpretation



## CA STEP Qualifications:

- Pavilion participation is limited to CA small businesses
- Is exporting goods or services of U.S. Origin or have at least 51% U.S. Content
- Business must be in good standing with the State of California
- [More qualifications details here](#)

## Registration Deadline:

September 1, 2023 or until all the spaces are filled

## Cost:

\$1,700 per California STEP eligible company if funding is approved. (Participation cost for non-STEP eligible companies is \$6,550)

## Space:

Limited to 5 California STEP eligible small businesses who haven't exhibited independently at Cosmoprof Asia since 2018.

CA STEP Grant at the 2023 Cosmoprof Asia will be offered to qualified companies on a first come first served basis. This opportunity is funded in part through a grant with the U.S. Small Business Administration.

## Registration Link:

<https://step.business.ca.gov>  
Start a new application for "STEP Event" and make sure to select "2023 Cosmoprof Asia" from the list of activities on event selection page.

## CA STEP Event Contact:

Henan Li / GO-Biz  
[Henan.li@gobiz.ca.gov](mailto:Henan.li@gobiz.ca.gov)

## Pavilion & Market Intelligence:

Cindy Ma / U.S Commercial Service  
[cindy.ma@trade.gov](mailto:cindy.ma@trade.gov)

## Organized by:

U.S Commercial Service



## Supported by:



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