

A STATEMENT FROM REED EXHIBITIONS – ORGANIZER OF EXPO BEAUTY SHOW

August 26, 2020

Reed Exhibitions Mexico, organizer of **Expo Beauty Show**, today announced that the 2020 face to face event, scheduled for **October 25 al 27** at Centro Citibanamex, **has been postponed to October 24 to 26, 2021**, following the continuing international travel restrictions and the restrictions that local government is maintaining for public events.

Commenting on the announcement, Alina Escobar, Show Director said: “During the last few months, we have experienced many changes that have forced us to adapt, but also have strengthened us as an industry. For EBS, those challenges have encouraged us to continue looking for ways to connect, inspire and strengthen relationships. Unfortunately, today we have to make this announcement, but above all our concerns and number one priority remains the health and well-being of our community and their families.”

Reed Exhibitions has recently published its [Re-Opening Events 5 Points Global Plan](#), which outlines the health and safety measures that will be implemented to help protect the safety and security of all who participate at its events, along with the recommendations of both federal and local health authorities regarding event organization.

In addition, Expo Beauty Show, an event that for more than 20 years brings together over 3,000 recognized professional beauty brands, as well as styling artists worldwide, to its 34,000 m² exhibition floor, has this year launched the "Beauty Match Market" initiative in order to maintain commercial relations between exhibitors and visitors.

“We look forward to hosting our EBS 2021 edition under much better circumstances. Our goal is very clear, we want to continue to be a connection bridge for all our participants, both face-to-face and virtually, in order to create and sustain all our long-term relationships.”

“On behalf of Reed Exhibitions, I would like to express my gratitude to all our exhibitors, partners, attendees, suppliers, media, and staff, for their understanding, loyalty and support in these challenging times. We will continue doing our work with the passion that characterizes us in the industry, and will make EBS 2021 the best international professional beauty show in Latin America”, concluded Alina Escobar.