



Esxence brings the excellence of artistic perfumery to Hong Kong with the debut of EXPLORERS by Esxence

November 12-14, 2025
Cosmoprof Asia
Hong Kong Convention & Exhibition Centre

Milan, November 4, 2025 - Following an initiative in the U.S. market supporting an event dedicated to Italian perfumery, and ahead of its sixteenth edition in June 2026, **Esxence – The Art Perfumery Event** lands in Hong Kong with **EXPLORERS by Esxence**, a new international project born from the collaboration with **Cosmoprof**. Thanks to its partnership with **BolognaFiere Cosmoprof**, this format aims to elevate artistic perfumery and strengthen the Esxence brand's presence within the global network.

With EXPLORERS by Esxence, the goal is to bring research and innovation to a global scale, offering niche brands an exclusive showcase to meet buyers and industry professionals, explore new markets, and expand their visibility. The official debut will take place at the upcoming edition of **Cosmoprof Asia**, scheduled in Hong Kong from November 12 to 14, 2025, within a dedicated space that, for the first time, will host a curated selection of artistic fragrances evaluated by the Technical Committee according to the same rigorous quality standards applied at the Milan event.

Through small exhibition clusters curated by Esxence, the project acts as a bridge between olfactory creativity and global markets, representing a natural evolution in the event's growth and internationalization journey.

"Perfumery is experiencing a moment of great expansion and growth, increasingly driven by research and experimentation. Fragrance is now recognized as a distinctive element, able of expressing personality and value. Today, scents represent a cultural and emotional statement," says **Maurizio Cavezzali**, CEO and Co-Founder of **Esxence – The Art Perfumery Event**. *"As Esxence, part of BolognaFiere Cosmoprof, we are committed to supporting this evolution and bringing our expertise to new horizons, after achieving success in Europe and especially in Italy. We are thrilled to present our vision in Hong Kong, setting the stage for new growth opportunities in emerging markets where fragrance is seen as a life experience."*



As part of the **Cosmo Talks** program, a [panel](#) organized in collaboration with Esxence will be held on **November 12 at 2:00 PM**. Titled **"The Art and Science of Fragrance: innovations, storytelling, and global trends"**, the session will delve into the captivating world of perfumery, where art and science engage in an ongoing conversation. Key topics will include: innovations transforming the industry, the role of storytelling in crafting iconic scents, and the latest global trends influencing consumer choices. Moderated by **Cici Cai**, Associate Business Director of Jing Daily, the panel will feature: **Maurizio Cavezzali**, CEO & Co-Founder of Esxence; **Erica Moore**, Head of Evaluation at Fragrances of the World; **Sissie Yiu**, Corporate & Marketing Communications Director at Eternal Group; and **Antonella Panepinto**, Sales & Marketing Executive at Cereria Terenzi.

In the **Cosmo Onstage** section, a [masterclass](#) titled **"Perfume Discovery: Play, Smell, and Unlock the Secrets of Fragrance"** will take place on **November 13 at 10:00 AM**, led by the **Italian Perfumery Institute**—the advanced training school dedicated to promoting Italian excellence in the world of perfumery—in partnership with Esxence. Conducted by **Beatrice Balzarotti**, Director of the Italian Perfumery Institute, this session will guide participants through the enchanting world of fragrance, in a journey of stories and scents, learning and play.

Moreover, in the space dedicated to Esxence, **Scented Landscapes** comes to life. An invitation to embark on a journey through the raw materials of perfumery, where each drop traces a path—from sunlit citrus groves to resin-rich forests on the horizon. A sensory voyage through scent, exploring nature's essence and awakening memories and imagination.

About Esxence – The Art Perfumery Event

Esxence – The Art Perfumery Event celebrated its 15th edition in February 2025, welcoming 13,500 visitors, 384 exhibiting brands, and a comprehensive programme of conferences. It stands as the foremost international event dedicated to artistic perfumery, offering an exclusive showcase for the finest olfactory creations. Organised by Equipe Exhibit, Esxence serves as a source of inspiration for industry professionals and fragrance enthusiasts alike, inviting them to explore the leading figures in the captivating world of olfactory culture—where history and tradition meet innovation and research. Each year in Milan, the event brings together buyers, retailers, distributors, and perfume lovers in celebration of the most authentic and refined expressions of scent. In doing so, it continues to fulfill the mission Esxence has pursued since its inception: to elevate and promote the art of perfumery on a global stage.

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