

The new show under in-cosmetics banner in Moscow

This spring Reed Exhibitions announced of rebranding of personal care and homecare ingredients shows portfolio under the in-cosmetics banner. CHI, PCHI and PCIA shows, acquired from Step Exhibitions in 2007, now fall in line with in-cosmetics, Reed Exhibitions' flagship event for the cosmetics industry.

The first show to be rolled out under this new banner is in-cosmetics Eastern Europe. Formerly known as CHI, the conference-exhibition will be held in Moscow, Crocus Expo exhibition center on 25 and 26 October 2007, co-located with InterCHARM, the largest perfumery and cosmetics trade show in Eastern and Central Europe. in-cosmetics Eastern Europe will represent innovations and inspiration in the



market as well as provide a chance to discover the latest ingredients and formulations, and develop applications for established products. Both events mission is not only to bring market decision makers together but to stimulate visitors and exhibitors with its wide-ranging partnership program designed to unveil new market opportunities. Held on October 25 in conjunction with Perfumery and cosmetics association of Russia the Conference in the framework of in-cosmetics Eastern Europe will feature world-class speakers from Russia and overseas brought together to present the latest research on ingredients for personal and home care, while traditional innovation seminars will help to discover ones potential.

Through new partnership, exhibitions look forward to introducing a vital facet of the beauty industry – ingredients – to targeted visitors of in-cosmetics Eastern Europe and wide ranging audience of InterCHARM. According to Reed Exhibitions' plans, the renewed show will host over 70 exhibitors on an area at least 1000 sqm and up to 1000 professional attendees.

Beyond Beauty Paris: new features of the event

Beyond Beauty Paris, an international event taking place in Paris on October 1–4 in Nord Villepinte complex, will concern all those involved in beauty industry, whether in conception, manufacturing or sales of products and services. With a wide, balanced spectrum (50% dedicated to suppliers, 50% to buyers) the show will definitely meet needs of professional attendees.

For four days, instead of three as before, one can explore four areas in the place: Cosmeeting dedicated to brands, Creative providing best solutions in packaging and private label services, Ingredients displaying cosmetics ingredients, and Spa & Institute with equipment and skincare products for spas.

For the first time an international area will give a chance to discover the whole world of natural and organic cosmetics by means of discovery trail covering everything from fair trade to environment friendly packaging and development of new natural ingredients.

This year on October 1–2 the participation in the first European Spa Summit addressed to spa professionals is possible. The event will be held parallel to Beyond Beauty Paris and supported by ISPA, the first worldwide Spa association.



A traditional feature of the event is bright and innovative Beyond Beauty Lab area – a place dedicated to expression, creation, innovations and trends. With BEAUdiversITY in 2006 the organizers went into space for a look at materials. This year with the industrial and creative partners they are journeying into time and the theme of the area is Time is... Beauty.

For its fifth year, the program of concurrent conferences will highlight five major cycles that will attempt to provide answers to the issues and trends of the cosmetics industry. Among themes are Cosmetics, synergy between cosmetics and food, spa industry, markets, and trends till 2012.

Last year show organizers welcomed 60 vip-buyers from Russia, Germany, USA, Korea and Japan. In 2007 the show will attract even more major market players from the globe including Russian delegation of distributors of all channels, manufacturers and product developers.

According to ITEC France, the event will welcome up to 800 exhibitors and even more trade visitors in comparison to 17 000 in 2006.

Unipro at InterCHARM

"Since the importance of InterCHARM has been well recognized and many of Unipro [The Italian Association of Cosmetic Industries] members are attending the show with good results, in 2007 the Association for the first time will support the Moscow event by providing its members services during the show", stated Association spokesperson.

Represented within a dedicated area at the exhibition, Unipro together with InterCHARM organizer, ExpoMediaGroup Staraya Krepost, will carry out certain match-making activities for Italian cosmetics manufacturers in order to help national companies enter the dynamic Russian market with best distributors.

Traditional Italian pavilion will once again fly its respective flag in the framework of the show in Crocus Expo on October 25–28, and will display the best products Italian cosmetics industry can offer worldwide.

INTERCHARM professional transforms innovations into traditions

In the end of April 2007 INTERCHARM professional, the main professional event for beauty-industry specialists, was conducted at Crocus Expo International Exhibition Center, one of the largest and most perspective exhibition grounds in Russia. INTERCHARM professional was presented as global business forum with a great variety of professional events. 346 companies were



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