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InterCHARM

InterCHARM 2006 presents an exclusive concurrent business and show program



XIII edition of InterCHARM global beauty event has welcomed 850 exhibitors on an area of 18 000 sqm net (34% increase in comparison to 2005) recently. The number of exhibitors including 270 international ones climbed to 14%. Cosmetics and perfumery, nail care and hair accessories, spa products, packaging, raw materials, niche brands, novelties in Russian and global market, national pavilions of Bulgaria, China, Egypt, France, Germany, Israel, Italy, Korea, Poland, Spain, Taiwan, Turkey, services to cosmetics industry, trends and tendencies, new emotions and exclusive concurrent program – all these and much more were available under the roof of Crocus Expo Exhibition center on October 26-29 in Moscow. The number of professional attendees estimated at 94 000.

InterCHARM has been developed to bring decision makers together, and the traditional feature of the show is a wide business concurrent program, which stimulates visitors and exhibitors interest as well as helps to unveil the market opportunities.

On October 27, 2006 at **Gala reception** devoted to XIII edition of InterCHARM traditional **golden medals of the show** found their holders. Since 1994 golden medal is the evidence of a company's success in perfumery & cosmetics business within a year. In 2005 medals went to 13 companies in such nominations as high quality and respect to Russian customers, analytical and reliable coverage of Russian beauty industry events abroad, significant role in beauty industry development, high product quality and significant role in glass packaging production in Russia, important contribution in perfumery appreciation in Russia, etc. Friday evening unveiled the best in 2006:

- Spanish Institute for Foreign Trade (Ecex) – for outstanding input in the development of economic relations between Russia and Spain
- Company Victory Studio – for considerable business achievements and peacemaking activity in nail service in Russia
- Nasha mama (Our mother) – for active implementation of the latest achievements in cosmetology in baby care production
- Kousun – for the successful novelties launches
- Aroma Academia – for effective policy in perfumery distribution
- Mirra-M – for high quality products and respect to the Russian consumer
- Markwins International – for keeping up to date and original decisions in makeup production
- Balance Cosmetic Group – for outstanding input in beauty industry development and raising of professional level of cosmetologists and specialists in aesthetics skills
- Hitek-group – for many-sidedness and considerable business achievements
- Egyptian Exporters Association (EEA) – for the best national pavilion design
- Academie scientifique de beaute – for the best design of the booth

Doing business in Russia seminar taking place on October 29 was expected to be the main source of key information for foreign market players – both major brands and innovative newcomers, and to help eliminating difficulties while entering Russian market. This new free marketing tool for foreign exhibitors is the initiative of the show organizer. Tatyana Puchkova, chairman of the board of Perfumery and Cosmetics Association of Russia, spoke on perfumery and cosmetics legislation in Russian market and challenges met by foreign manufacturers and distributors. Anna Dycheva-Smirnoff, editor-in-chief of Cosmetic Market Today magazine and ExpoMediaGroup Staraya Krepost vice-president reported on profile of the national consumer and unveiled Russian market in facts and figures. Hayk Sargsyan, general director of Arsenal Effect LLC, distributor of Aquolina, Patricia Milton, Cleo brands in Russia, commented on distribution system and consulted on how to avoid risks and get a success. Anatoly Semenov, head of ingredients and cosmetic test department of independent certification company, reported on certification system, while Natalia Isakova, executive director of the Fund of Economic Cooperation and Partnership, told about peculiarities of entering Russian regions.

Nail service school, taking place on October 26, is an educational event, organized especially for nail industry specialists. The program of the school contained exclusive reports and workshops, representing latest developments made by the leading professionals of the field. **VI Russian Nail Design Championship** was open for every certificated nail-designer. The winner of the event, announced on October 27, will have a right to participate in the International Nail Design Championship in Duesseldorf (Germany).

Bright **Show of Italian hairstylists**, representing leading professional hair brands such as **Barex** and **Framesi**, run on the main stage of the venue on October 27 and stated to be the perfect initiative, which will be supplemented with more companies participating next year. On October 29 the best stylists of renowned and leading companies and brands (L'Oreal Professionnel, Solinger, Periche Profesional, Keune, Schwarzkopf Professional, Londa Professional, Europa Studio, Astracosmetica) in hair care created their masterpieces in visitors sight, one by another or concurrently during traditional for InterCHARM **YOU Professional Show**, organized by Russian edition of YOU professional magazines for hairdressers.

Among other events in the framework of InterCHARM were **Conference on how to make packaging work**, **Russian beauty salons Convention**, **Moscow international make-up Championship**, and **SPArallel World – show of the leading Russian spa-specialists**.

Some 400 professionals from Russia, CIS countries, Europe and USA gathered at **VII Cosmetique News Forum** for the new experience and ideas: during three days the participants had a chance to listen to representatives of major perfumery and cosmetics companies and global leading trade press as well as to plunge into the trends and tendencies, presented by leading researchers, get latest data on new technologies and marketing tools. For the first time Forum participants could combine the knowledge received at the event with their practical realization at InterCHARM. This successful combination was possible due to three Forum thematic days, such as Consumer, Cosmetics market and its trends, and Opportunities, together with new exhibition areas of the fair.

On the first day of the trade show the results of **X jubilee National competition for the best perfumery & cosmetics products of the year** in Russia were unveiled. The awards of this traditional competition, organized by national Perfumery and Cosmetics Association, were given to 22 companies from Russia, Ukraine and Byelorussia. The medals and diplomas went to the following market players among others, which from that moment are entitled to mark their products with the sign of the competition:

- Faberlic for Neoskin series in face skin care
- Charlin for Courage series in body care
- Arnest for Prelest Professional in hygienic hair care
- Avangard for Pamperino series in baby care
- Vita for La femme Elegante series in best series nomination
- Mirra-M for Elegance by Pierre Cardin series in best packaging design
- Novaya Zarya for Forward series in men grooming
- Loren Cosmetic for Antistress face skin care series in the expert of the industry nomination.

The next edition of InterCHARM will run from October 25 till 28, 2007 in Crocus Expo, Moscow.