



The CosmeticBusiness provides in the M,O,C, Munich-Germany on 9th and 10th of June first-class lectures from renowned speakers in a professional conference program.

The access is free for all trade visitors with valid entrance tickets.

All lectures will be held in German with simultaneous translation into English (except lecture 3).

Overview Conference Program 2011

Thursday 9th of June 2011

- | | | |
|----------------|---|---|
| 1.00-1.30 p.m. | 1 | Application for cosmetic products in China... |
| 1.45-2.15 p.m. | 2 | Innovative active carrier systems... |
| 2.30-3.00 p.m. | 3 | Irresistible, the last innovation... |
| 3.15-3.45 p.m. | 4 | Ecology and economy in product marketing... |
| 4.00-4.30 p.m. | 5 | Asia is booming... |

All lectures with simultaneous translation into English!

Friday 10th of June 2011

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|------------------|----|--|
| 10.45-11.15 a.m. | 6 | Promotional Packaginging... |
| 11.30-12.00 a.m. | 7 | Online advertising and communication... |
| 12.45-1.15 p.m. | 8 | Cosmetic Campus export special... |
| 1.30-2.00 p.m. | 9 | Natural cosmetics undergoing a change... |
| 2.15-2.45 p.m. | 10 | Cosmetic trends: back to the future... |
| 3.00-3.30 p.m. | 11 | Takeovers, acquisitions, mergers... |

On the following pages we present this year's lectures:

1

Application for cosmetic products in China, mission impossible?

The cosmetics market is booming in China. Parallel to the strong economic growth, the consumption of luxury goods and high-quality consumer goods is increasing. Body care and facial care products have a long tradition in China. Large groups like L'oréal recognised the market opportunities early on and achieve double-digit growth figures in China almost yearly. On the other hand, the market potential is by no means exhausted and with the ongoing economic upswing, new business niches are emerging which have a promising development outlook.

In order to regulate the market, the Chinese government has introduced a number of renewals in the application procedure for hygiene licences since April 2010. Accordingly, the procedure has become somewhat more complex.



This lecture gives insight into the application procedure, the new rules and their influence on plans to enter the market in China. Suggestions concerning the method for application and better time scheduling will also be discussed.

Speaker: Mei Gräfe
Proprietor
Intergate Außenhandelsberatung- & services

Thursday, 9.6.2011: 1.00 p.m.

2

"Innovative active carrier systems" – a journey into the microcosm and nanocosm of active carrier systems

The market demands more and more nature in skin care products which is not necessarily an easy task from a technical viewpoint. A first attempt at this is the use of EO/PEG-free emulsions.

In this lecture, the audience will receive information about the advantages of EO and PEG-free chemical formulations and will be shown what possibilities emerge for skin care using biomimetic emulsions.

In addition, it will be illustrated to what extent active carrier systems can be integrated in the submicro area in this type of chemical formulation and even how the performance of the O/W emulsions can be improved in terms of tolerance. In conclusion, an example based on a product will demonstrate that apart from the regeneration of the hydrolipid film, the restructuring and repair of the stratum-corneum lipids may also be a further approach to renewing the protective layers. This in turn gives rise to many promising possibilities for the topical treatment of

chronic ailments such as atopic dermatitis.



This lecture will be enhanced by highly interesting microscopic photos and data from the microcosm and nanocosm, allowing the audience to take a small look into this unknown dimension.

Speaker: Kay Schwabe
Technical Director
Dr. Rimpler GmbH

Thursday, 9.6.2011: 1.45 p.m.

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3

in Englisch gehalten mit
deutscher Simultanübersetzung

Irresistible, the last innovation in protective packaging – how to preserve from contamination your most sensitive cosmetic formulas

After 6 years of research APTAR launches IRRESISTIBLE, to help formulators to keep up with the dual challenge of developing products which can claim to be preservative free while at the same time complying with the safety standards that guaranty against microbiological contamination.

Based on the Ultra Gate technology this new cosmetic pump offers absolute protection against external contamination by combining an ultra tight Tip seal with sterilizing filters. The product and the testingstrategy results of international collaborations between the teams of APTAR together with external microbiologists and safety experts are presented within this lecture.

Referentin: Florence Roulet
Skin Care & Color Cosmetics
Laboratory Director
Aptar Beauty + Home

Donnerstag, 9.6.2011: 14.30 Uhr

5

Asia is booming, but how do I come into the picture?

The dynamic economic growth has attracted European companies to Asia for decades. Larger cosmetic groups have been active for some time now in Asia and profit from the dynamic growth there. Japan, China and South Korea are the three most important growth markets for high-quality and natural cosmetic products in Asia. Large companies achieve respectable sales growth there. How can a small or medium-sized company establish itself in these attractive and challenging markets? What distinguishes each of these markets? Where and how do you start with what? What is important when looking for cooperation partners and customers? This practise-oriented talk addresses small and medium-sized enterprises wishing to establish or expand their businesses throughout Asia. The following themes will be discussed:



- What type of market environment am I dealing with in the given country?
- How do I find out if my products have a chance of surviving there?
- Whom can I trust to distribute and sell my products in a foreign country? How do I find a suitable cooperation partner?
- What do I have to observe in contract negotiations with Asian customers?

Speaker: Mei Gräfe
Proprietor
Intergate Außenhandelsberatung- & services

Thursday, 9.6.2011: 4.00 p.m.

4

Ecology and economy in product marketing – sustainability begins in the development of a product

“As little packaging as possible, as much packaging as necessary”. With this in mind, packaging shifts between the poles of protection, communication, logistics and sustainability. Nowadays, successful packaging concepts have to be optimised from both an economical as well as ecological point of view. Whether the consumer finds a product ecologically beneficial on the whole, is without a doubt dependent on the packaging.



But how environmentally friendly is the consumer really? Does the force of habit triumph after all? What about shelf impact vs. CO2 footprint in reality? This lecture provides you with some basic answers for successful product marketing.

Speaker: Marc Schröder
Leitung Qualitätsmanagement
STI Group

Thursday, 9.6.2011: 3.15 p.m.

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2011**

**Lecture area at
a new location:
conference area K1
in the foyer of
hall 1.**

6**Promotional packaging: you don't get a second chance at a first impression**

If you don't catch the eye of consumers, they will go right by you. With creative packaging constructions and high-quality refined surfaces, you will fascinate your salespeople and customers alike. Find out how to turn shoppers into buyers and trigger impulse purchases at POS.



Packaging is advertising you can touch and feel; it makes brands comprehensible and enables interaction. As the most important sales promotion instrument, packaging is the only communication platform for many brands. Experience packaging design for all the senses: the eroticism of un-packing as a special feature of successful presentation.

Speaker: Lutz Hollmann-Raabe
Global Account Manager
STI Group

Friday, 10.6.2011: 10.45 a.m.

**7****Online advertising and communication 2.0 versus offline advertising**

The goals of advertising are clear: promoting one's own brand, winning over customers and building up customer loyalty. But is it sufficient nowadays to simply place a classical offline ad in a beauty magazine?

Many businesses are moving increasingly towards communication 2.0 and presenting their company profiles on Facebook, Twitter, YouTube, Flickr and Slideshare since the Internet opens new ways and communication channels. What is more efficient though? What is better? One thing is certain: there is no patent recipe. It is important to deal with the (potential) customer intensively and work out unconventional concepts (online and offline).

This lecture examines the latest examples from both areas and shows that brands with a smaller advertising budget also have the opportunity of winning over customers effectively and retaining them.

The speaker was active in international marketing for many years at La Prairie Group and, up to 2005, responsible among others for the strategic orientation of several exclusive brands such as Juvena of Switzerland, Marlies Möller Beauty Hair Care as well as New Business. In her talk, she will point out current market-related and political factors and changes and illustrate specific marketing approaches.



Speaker: Brigitte Roth
Managing Director
Roth & Partner Marketingberatung

Friday, 10.6.2011: 11.30 a.m.

8**Special**powered by: **Cosmetic Campus****Cosmetic campus export special: Russia · India · USA**

Recognising opportunities, understanding rules, overcoming hurdles, exporting successfully

The markets in Eastern Europe and Asia are growing almost inexorably. Especially in the prospering middle and upper class of the emerging countries, quality products labelled "Made in Germany" or "Made in Europe" are highly regarded and seen as status symbols. This lecture focuses on the highly dynamic cosmetic markets at present that have an enormous export potential: Russia, India and the USA.

According to Kline & Company, the mass market would have recorded a considerable decline in the crisis year of 2009 had it not been backed up by excellent growth in the BRIC countries – seemingly unperturbed by the effects of the gloomy economy. The BRIC countries gained 14.1% in the mass market – in both Russia and India, it was even 25%. Amongst others, the luxury goods market also grew in 2010 by ten per cent to a total of 168 billion euros and almost achieved the historical high of 170 billion euros recorded in 2007. The crucial factors for this rapid market development according to Bain & Company were the quick return of the luxury consumers worldwide to their own branded businesses and the two-digit growth figures resulting from this. However, an essential factor was also the recovery in revenue in the largest single market - the USA:



with a population of 298 million and a total share of 18.4% in the cosmetic business worldwide, the USA represents the largest cosmetic market in the world and thus offers outstanding chances for export from Europe.

The speakers deal with the possibilities and opportunities of marketing products in the countries mentioned and will inform their listeners about individual regulations and all the specific details explicitly necessary for export trade. At the end of the lecture, the speakers will be pleased to answer any questions and discuss with the participants.



Speakers: Michael Pfeiffer
Managing Director - Pfeiffer Consulting GmbH

Marianne Schwarberg
BCG Baden-Baden Cosmetics Group AG

Friday, 10.6.2011: 12.45 p.m.

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9

Is the hype going to last? Natural cosmetics undergoing a change – how key players and newcomers are shaping the market

Natural cosmetics continue to be a growth segment and are expanding their market share. Increasing competition, new retailing concepts and greenwashing are just a few of the challenges which affect the natural cosmetics branch nowadays. The talk examines in detail how key players and newcomers, who are both struggling to attract consumers, are shaping the market. The crucial question is answered in the process as to whether the hype will continue and what is more important in the meantime: the price or quality.



In order to convey a comprehensive picture of the natural cosmetics market, the talk will focus on the conflicting areas of “sustainable strategies versus certified natural cosmetics” and provide some answers.

As usual, the speaker will provide you with the latest facts and information that are decisive for the planning of each cosmetic business.

Speaker: Elfriede Dambacher
Consultancy natural cosmetics concepts

Publisher of the sector report for natural cosmetics 2010
Natural cosmetics annual 2011

Friday, 10.6.2011: 1.30 p.m.

10

Cosmetic trends: BACK TO THE FUTURE

This lecture examines the current situation on the cosmetics market and attempts to track other trends with a view to the future. The differences have never been greater than today. Some manufacturers of cosmetics try to distinguish themselves with natural ingredients from the reliable past, and at the same time the consumer is catapulted into the future of the 21st century by other suppliers and confronted with sophisticated DNA concepts. Depending on the individual type, there is something for everybody.

Is the industry becoming futuristic and thus completely ensconced in the theme revolving around gene manipulation and DNA concepts, or is it reflecting back on the trusted and well-known natural products? Will these two opposing trends grow even further apart? Which of the trends will come out on top? Those of the past or the future?

The speaker was active in international marketing for many years at La Prairie Group and, up to 2005,



responsible among others for the strategic orientation of several exclusive brands such as Juvena of Switzerland, Marlies Möller Beauty Hair Care as well as New Business. In her talk, she will point out current market-related and political factors and changes and illustrate specific marketing approaches.

Speaker: Brigitte Roth
Managing Director
Roth & Partner Marketingberatung

Friday, 10.6.2011: 2.15 p.m.

Brief facts:

M,O,C, Munich - Germany
Halls 1-3

Opening hours:
Thursday, 9 June 2011 – 9.30 a.m.-6.00 p.m.
Friday, 10 June 2011 – 9.30 a.m.-4.30 p.m.

Lectures: Conference Area K1

Further information at:
www.cosmetic-business.com/en/tradefair

11

Takeovers, acquisitions, mergers: the distribution channels of the cosmetics industry are in a state of flux and change

The lecture “Flux and change of distribution channels in the cosmetics industry” sheds light on and scrutinises the current developments in the German retail business, as the drugstore and perfumery sector continues to see itself exposed to a radical transformation. This transformation not only affects the range and depth of the product lines but also has an impact on the basic future development of these forms of distribution and the brand perception as a whole. Concentration, takeovers, acquisitions, mergers, transformation, realignment – these are just some of the buzz words. This change is already increasing the high performance pressure on cosmetic companies as commercial suppliers



and partners. In order to remain competitive in future, cosmetic businesses have to actively face these challenges. What is happening in the trade? Where are the opportunities, and the risks? What do the trading partners have to gear themselves up for? The talk will give you a perspective of future trends and tendencies in the field of cosmetics.

Speaker: Thomas Bergman
Managing Director Key Sale, Bergmann Verlag GmbH

Friday, 10.6.2011: 3.00 p.m.