

BEAUTY 2016

19th International specialized exhibition
of cosmetics, perfumery and equipment
for beauty parlours



Post Show Report

Beauty 2016

Organizer: IEC “MOLDEXPO” SA

Partners:

- Association of Professionals in Curative and Aesthetic Medicine
- Estetic Studio, Sweet Epil Moldova
SPA & WELLNESS CENTER

Media support:

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for beauty
www.formula-krasoti.md

**Старая
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Krepost



Beauty 2016

➤ **1 451 sq m**

➤ **145 exhibitors**

➤ **6 participating countries**

(Republic of Moldova, Republic of Korea, Lebanon, Romania, Turkey, Ukraine)

➤ **15 600 visitors**



Beauty 2016

Exhibitors' profile

- 40% - Cosmetics and perfumes
- 18% - Products and services for hair care, body-art, tattoo
- 9% - Cosmetology: programs, services
- 9% - Products, instruments and services for nail care
- 9% - Beauty parlours and centres, equipment
- 9% - Accessories and bijoux
- 4% - Household products
- 2% - Trainings

**Veronica Ababii, PR manager,
Associations of Professionals
in Curative and Aesthetic Medicine**

... The purpose of participation in the exhibition was to create strong partnerships that in the future would contribute to the success and professional growth of the members of our association. We have achieved this goal. The profile of participating companies fully reflects the range of topics of the exhibition. During four days, on one platform, the industry experts familiarized with the domestic market of cosmetics, related products, services and equipment.



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Exhibitor

Goals of participation

- 78%** - Looking for new clients
- 57%** - Strengthening the image of the company
- 46%** - Looking for new partners
- 42%** - Assessing the market and the competitive environment
- 39%** - Selling products/services
- 33%** - Identifying customers' preferences
- 28%** - Strengthening existing contacts
- 5%** - Promoting new products and services



Codruța Ursu,
Queline & Co – South Korea
... The purpose of our participation in the exhibition is to promote Korean products on the Moldovan market and to look for partners. The meetings, organized in the framework of the Professional Visitor program, were held at the highest level, and the results were surprisingly pleasant and promising!

Beauty 2016

Exhibitor

Effectiveness of participation

ProfiStyle Event – the area dedicated to the presentation of new products and services with the participation of leading experts in the field made the exhibition more attractive for professionals.

More than **68%** exhibitors achieved their goals, acquired new contracts and partners.

96% of exhibitors intend to take part in the exhibition Beauty 2017.

Alina Almasan – ROWE Romania

... The results of participation exceeded all our expectations. The opportunities to communicate with clients and the marketing strategies have given very good results and thus convinced us to participate in the exhibition next year.



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Business program of the exhibition:

- 2 professional championships
- 6 specialized seminars
- 13 master-classes
- over 50 presentations



BEAUTYPROF – 4th Open
Championship in Cosmetology and
Applied Aesthetics



WORLDEPIL CHAMPIONSHIP –
2nd International Championship in
Modern Depilation Techniques



NEW

Beauty 2016

Program CBC on Expo (Creating Business Contacts):

Tools of the program:

- Catalog of new products;
- Video ad to attract the target audience;
- Online and offline positioning of the company;
- Professional Visitor program – in this framework 43 business meetings were held.

Rebook program: Free Business Package available when signing the participation contract for Beauty 2017. During the exhibition, 8 companies signed the contracts.

Business Networking Event – event organized to facilitate business contacts of companies' CEOs.



NEW

Beauty 2016

13 companies used the program CBC on Expo.

Margarita Diordița, Director, LOIAL

... For us, the exhibition is one of the most important events of the year. This year, we have joined the program CBC on Expo, aimed to create business contacts. Our new products were included in a special Catalog of New Products, and also have been featured in a report from the stand that was further placed on social networks. Thus we have covered both offline and online audiences. As a result we had informed visitors who came specifically to our stand and became our potential clients.

Nionela Păvăloi, brand manager, KALLOS

... We are loyal participants of the Beauty exhibition. Here we present our new products, we meet with potential customers and conclude cooperation agreements. This year, the exhibition exceeded all our expectations. We took advantage of CBC on Expo - a new program to create business contacts - and, eventually, our stand was approached by informed visitors, as well as by our target audience.

Valentina Beșleagă, Director, GLOBAL FASHION:

... This year we participated in the exhibition for the first time and it has been a success. The results exceeded our expectations. The new marketing tool to attract customers gave excellent results: the Catalog of New Products and a report from our booth on Facebook.



Beauty 2016

Visitors' flow

- 21% - February 25 - 3283 persons
- 26% - February 26 - 4150 persons
- 29% - February 27 - 4659 persons
- 24% - February 28 - 3508 persons

59% - Loyal visitors

41% - New visitors

Visitor

Elena Agachi, Institute BCN

... As an industry specialist , I visit the exhibition every year - to get acquainted with new products, to assess the competitors and to meet colleagues. The exhibition brings together all branches of the beauty industry, it is an important event and it is very important to us. This year the exhibition was more successful than ever: for me as a specialist and as a woman.



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Visitors' geography

76% - Chişinău

19% - Districts (Anenii Noi, Balti, Bender, Causeni, Cahul, Ialoveni, Straseni, Soroca, Ocnita, Nisporeni, Orhei, Calarasi, Cimislia, Ribnitsa, Singerei, Tiraspol).

5% - Visitors from abroad (Israel, Italy, Pakistan, Romania, Russia, Slovenia, Ukraine).



Tatiana Prepeleş, commercial director, MARIEN:

... First of all we would like to note the quality of visitors. There were noticeably more professionals of the industry, and they are our target audience. In plus, we have participated, for the first time, in the program Professional Visitor, as a result we had very productive discussions, which will hopefully become the basis for further cooperation.

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Visitors' fields of activity

45% - Specialists of beauty care and hairdressing salons

23% - Providers of beautician services

10% - Specialists in fitness and spa services

9% - Distributors of cosmetic products

9% - Consultants in pharmacies and medical centres

4% - Specialists in tattoo and permanent make-up

78% - specialists
(hairdresser, masseur,
stylist, lash-maker,
cosmetologist, make-up
stylist, dermatologist etc.)

22% - directors/owners of
companies



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Visitor

Reason for visiting the exhibition

- 66%** - Purchase products
- 31%** - Take part in seminars and master classes
- 24%** - Making new partnerships and looking for new providers
- 7%** - Wholesale purchases
- 7%** - Meeting partners

Mihaela Butmalai

... I have not seen so many people at the fair in a long time. I even had to stay in a queue for tickets, but it was worth it: a lot of interesting workshops, regular promotions and sweepstakes, interesting offers at great prices. Next year, I'll make sure to not miss this event. 😊



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