

25-28 October 2017

Crocus Expo
Moscow, Russia

CHARMS

INTERNATIONALLY

IDEAL PLATFORM
to make the most of the
RUSSIAN MARKET

**BEAUTY SHOW #1 IN RUSSIA,
CIS & EASTERN EUROPE***

interCHARM
2017

Perfumery and cosmetics

Natural and organic cosmetics

Hairdressing

Nail service

Cosmetology

Beauty and health products

Spa and aromatherapy

Professional make-up

Packaging and labelling

Raw materials and ingredients

Contract manufacturing

Household detergents



Cosmetics In Russia

www.intercharm.ru

Organiser:  **Reed Exhibitions®**

WHY RUSSIA?

MIXED AND SOMETIMES NEGATIVE REVIEWS ON THE RUSSIAN MARKET COULD MISLEAD BUSINESSMEN. INTERCHARM GIVES A UNIQUE OPPORTUNITY TO MAKE INFORMED DECISION AND NOT MISS OUT ON GREAT OPPORTUNITY OF GROWTH. THE RUSSIAN MARKET REMAINS TO BE:

- 📍 4TH LARGEST BEAUTY MARKET IN EUROPE
- 📍 6TH MOST ATTRACTIVE REGION FOR INVESTMENTS
- 📍 70% OF INVESTORS CONSIDER RUSSIA DOMESTIC MARKET AS THE MOST ATTRACTIVE WITH ITS 143,5 MLN ACTIVE CONSUMERS
- 📍 FRIENDLY FOR INTERNATIONAL BUSINESS

DOWNLOAD

"Cosmetics in Russia" report at www.intercharm.ru

RUSSIAN PERFUMERY & COSMETICS MARKET ESTIMATED AT USD 14,6 BLN (RUB 555,1 BLN). IT GROWS BY 6-12% ANNUALLY DEPENDING ON THE SECTOR:

- 📍 TWICE AS DYNAMIC THAN GLOBAL MARKET
- 📍 HAS GROWN BY 73,6% OVER THE PAST 5 YEARS.

WHY INTERCHARM?

InterCHARM is the largest perfumery and cosmetics exhibition in Russia, CIS, Central and Eastern Europe which brings together in Moscow the Russian and international well-known and new manufacturers and distributors of perfumery and cosmetics, tools and equipment for cosmetology, aesthetic medicine, hairdressing, nail service, as well as technologies for the salon business, raw materials, ingredients and beauty business services.

PROFESSIONAL & BUSINESS PROGRAM

Discover the spirit of the Russian beauty industry with the professional and business program which reveals the current world trends, delivers knowledge and presents unique opportunity for personal and business growth:

- 📍 PROFESSIONAL EDUCATION SCHOOLS
- 📍 SPECIALIZED SYMPOSIUMS
- 📍 BUSINESS CONFERENCES
- 📍 ROUND TABLES
- 📍 CHAMPIONSHIPS
- 📍 PRESENTATIONS & MASTER-CLASSES

7 / 24 / 365

Global high-tech communication tools create, maintain and strengthen the relationship between all participants of professional beauty community throughout the year.

- 📍 ONLINE CATALOGUE
- 📍 PERSONAL VISITOR ACCOUNTS
- 📍 MOBILE APP
- 📍 MARKET DATA ON "COSMETICS IN RUSSIA" PAGE AT LINKEDIN
- 📍 PRODUCT GALLERY

RETAIL CONNECT INTERNATIONAL SUMMIT FOR SUPPLIES AND RETAILERS

The unique set of mechanisms which is exclusively created to optimize your resources in organising supplies and procurement. It's a personal assistant for manufacturers, distributors and retailers which operates 24/7 long time before business meetings between involved parties in the context of the flagship exhibitions. Summit consists of 3 components:

- 📍 EXCLUSIVE ONLINE PLANNING SYSTEM
- 📍 RESEARCH-AND EXPERIENCE-BASED CONFERENCE WITH THE RELEVANT ISSUES
- 📍 MATCH-MAKING PROGRAM WITH ONE-TO-ONE DECISION-MAKERS' MEETINGS



EXPOSITION



For more than two decades InterCHARM showcases innovations and defines Russia's industry development.

PERFUMERY AND COSMETICS

Perfumery, makeup products, personal care products, perfumery and cosmetics for kids, men cosmetics and perfumery, etc.

BEAUTY SALON & INSTITUTE, SPA

Cosmetology equipment, professional cosmetics, products and technologies for beauty salons, solariums, consumables, aromatherapy, professional accessories, concepts and business solutions for business.

NAIL SERVICE

Professional nail care products, equipment, consumables, education, programs, schools, etc.

HAIRDRESSING

Professional hair care products, equipment, consumables, education, programs, schools, etc

INTERNATIONAL COUNTRY PAVILIONS



SPECIAL SECTIONS

Special sections have been organised to create additional value to clients. Sections are supported by targeted marketing efforts to attract quality visitors.



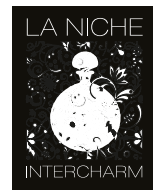
GREEN VALLEY

Natural & organic cosmetics, eco-friendly manufacturing & household detergents, eco-certification institutes



FARMA+BEAUTY

Medical cosmetics, cosmeceuticals, dietary supplements, nutraceuticals, functional food, cosmetic devices for home use.



LA NICHE

Niche perfumery and cosmetics



INTERCHARMPACK

Packaging, labelling, equipment



FORMULATION

Formulation and ingredients, private label manufacturing



INTERCHARMHOME

Home care: household detergents, disinfectants, car cosmetics, antiseptics, paper and non-woven products.



INTERCHARMAROMA

Convenience products: scented sachets, diffusers, candles, soap, oil burners, air humidifiers, perfumery for home



INTERCHARMVISAGE

Range of makeup products, brushes, consumables, mobile studios and trunks for makeup artists



ZOOM

Innovative cosmetics products



EXHIBITORS **980**
companies*

75.3%

LOCAL

30.5%

PROFESSIONAL COSMETICS
AND EQUIPMENT FOR BEAUTY
SALONS

19.5%

PERFUMERY AND COSMETICS

16.9%

NAIL SERVICE

10.7%

HAIRDRESSING

24.7%

INTERNATIONAL

8.9%

OTHER SPECIAL SECTIONS

7.2%

INTERCHARMPACK (PACKAGING)
& FORMULATION (INGREDIENTS)

6.3%

GREEN VALLEY (NATURAL
& ECO-BEAUTY)



VISITORS **64 500**
professional and trade

10.3%

DISTRIBUTORS

18.1%

BEAUTICIANS

7.5%

RETAILERS

11.0%

HAIRDRESSERS

14.2%

NAIL SERVICE PROFESSIONALS

14.0%

MANAGEMENT OF BEAUTY SALONS
/ CLINICS / STUDIOS / BARBER SHOPS

3.8%

DERMATOLOGISTS / PLASTIC
SURGEONS

8.9%

MANUFACTURERS

4.5%

MAKEUP ARTISTS

7.7%

OTHER (MASSEURS / MEDICAL
TREATMENTS' REPRESENTATIVES, ETC.)

INTERCHARM FAMILY

INTERCHARM branded shows runs since 1994 – it was the time for us to prove to the former Soviet Union region that the Russia's beauty industry exists. Since INTERCHARM becomes the key defining event for this economy sector, it has been conceived as reliable partner for any kind of beauty businesses in Russia and CIS region.

Since 2008, INTERCHARM runs as one of Reed Exhibitions' event, as a part of the largest exhibition portfolio in the world by its fully staffed Russian office. Thanks to our own network of offices, the international sales group and representatives all over the globe together with a strong marketing support, INTERCHARM shows have an authority in on international markets.

interCHARM 2017

INTERCHARM: INTERNATIONAL PERFUMERY AND COSMETICS EXHIBITION*

- 4 DAYS (ANNUALLY, AUTUMN)
- 4 EXHIBITION HALLS IN CROCUS EXPO, MOSCOW
- 980 EXHIBITORS FROM 36 COUNTRIES
- 64 500 PROFESSIONAL AND TRADE VISITORS
- THE ENTIRE INDUSTRY AT ONE SINGLE PLATFORM

WWW.INTERCHARM.RU/AUTUMN

INTERCHARM Professional

INTERCHARM PROFESSIONAL: INTERNATIONAL EXHIBITION OF PROFESSIONAL COSMETICS AND EQUIPMENT FOR BEAUTY SALONS

- 3 DAYS (ANNUALLY, SPRING)
- 2 EXHIBITION HALLS IN CROCUS EXPO, MOSCOW
- 455 EXHIBITORS
- 52 000 PROFESSIONAL VISITORS
- KEY SPRING EVENT FOR BEAUTY INDUSTRY PROFESSIONALS

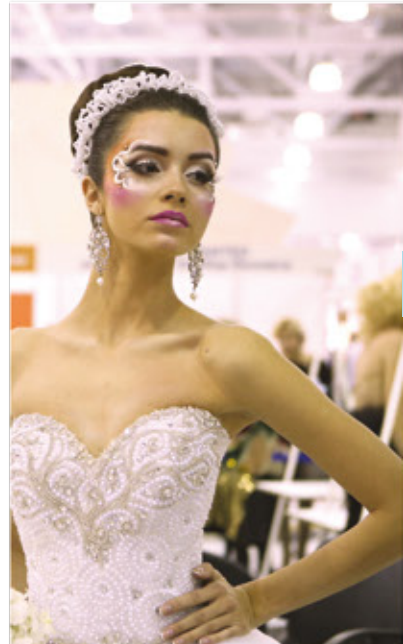
WWW.INTERCHARM.RU/PROFESSIONAL

Saint Petersburg INTERCHARM Professional

INTERCHARM PROFESSIONAL ST. PETERSBURG: INTERNATIONAL EXHIBITION OF PROFESSIONAL COSMETICS AND EQUIPMENT FOR CLINICS AND BEAUTY SALONS*

- 3 DAYS (ANNUALLY, WINTER)
- 1 EXHIBITION HALL IN EXPOFORUM, ST. PETERSBURG
- 76 EXHIBITORS
- 3 600 PROFESSIONAL VISITORS
- REGIONAL SHOW FOR PROFESSIONAL IN THE FIELD OF COSMETOLOGY, APPLIED AESTHETICS, PLASTIC SURGERY AND RELATED FIELDS

WWW.INTERCHARMSPB.RU



WE SPEAK YOUR LANGUAGE!
GET MORE INFORMATION ABOUT INTERCHARM FROM OUR REPRESENTATIVE IN
YOUR COUNTRY. SEE MORE AT WWW.INTERCHARM.RU

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ORGANISER



Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2014 Reed brought together over 7 million event participants from around the world. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events.

Working closely with professional bodies, trade associations and government departments Reed Exhibitions ensures that each and every event is targeted and relevant to industry needs. As a result, many our events are market leaders in their field. It is a RELX Group business. RELX Group is a world-leading provider of information solutions for professional customers across industries.