



The CosmeticBusiness provides in the M,O,C, Munich-Germany on 14th and 15th 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 5).

Overview Conference Program 2012

Thursday 14th of June 2012

- 1.00-1.30 p.m. 1 The "entry ticket" to a huge market...
- 1.45-2.15 p.m. 2 "Go West!" or rather "Wild Wild West"?...
- 2.30-3.00 p.m. 3 Growing environmental awareness requires environmentally friendly materials ...
- 3.15-3.45 p.m. 4 The "face" of China...
- 4.00-4.30 p.m. 5 TAG System, the first airless system with...

All lectures with simultaneous translation into English!

Friday 15th of June 2012

- 10.45-11.15 a.m. 6 Brand Management part I...
- 11.30-12.00 a.m. 7 Cosmetics go green ...
- 12.45-1.15 p.m. 8 Today "Made in Germany", tomorrow "Made in China"?...
- 1.30-2.00 p.m. 9 Brand Management part II...
- 2.15-2.45 p.m. 10 Natural cosmetics or just simply cosmetics...
- 3.00-3.30 p.m. 11 Change in the distribution channels...

On the following 4 pages we present this year's lectures of the 8th Cosmetic Business in Munich:

1

The "entry ticket" to a huge market: product registration in China

The growth of the Chinese cosmetics market has no upward limits. High-quality beauty products from Europe are very popular among Chinese consumers and enterprises are excited about the large potential of the market. However, in addition to many important factors such as the search for a suitable cooperation partner, one literally needs an "entry ticket" to this promising market: namely, product registration. Due to the complexity of the entire procedure, the application process may sometimes be tedious and trying to the patience of many companies.



In this lecture, the basic topic of the product registration process in China will be outlined. Thereby, the latest regulations will be introduced and practical solutions discussed that are intended to facilitate and accelerate the application process.

Speaker: Mei Gräfe
Proprietor
Integrate Außenhandelsberatung- & services

Thursday, 14.6.2012: 1.00 p.m.

2

Cosmetic Campus SPECIAL: „Go West!“ or rather „Wild Wild West“?

Still there is a continuous call to seek one's fortune exclusively in the East, and yet, the West in particular holds significant and untapped opportunity. But, do the opportunities of exporting, for instance to the USA, outweigh the risks for cosmetic companies? Is it, moreover, possible for SMEs, that is, without an international group in the background, to export cosmetic products to the USA with manageable risk? In this lecture, the speakers will give you an overview of the cosmetics market, discuss possible entry and access routes, and in addition show you what benefits it can have to work together with American contract manufacturers: a whole new angle with many opportunities for cooperation. But: Where is the catch?



The speakers will explain to you the local standard of production and the possibilities of natural cosmetics certifications.



The following figures show best how attractive the West really is: with 310 million inhabitants and a total share of 18.4% in the global cosmetics retail business, the United States continue to represent the biggest cosmetics market in the world and thus offer particularly outstanding opportunities for exports from Europe.

Speakers:
Michael Pfeiffer, Managing Director Pfeiffer Consulting GmbH - Germany, Pfeiffer Consulting LLC - USA

Dr. Silke Granzow Scientific Advisor and Project Coordinator Pfeiffer Consulting LLC - USA

Thursday, 14.6.2012: 1.45 p.m.



Cosmetic Business

Conference Program 2012

4

The "face" of China: current trends, consumer behaviour, and strategies

Due to its dynamic growth, the "Greater China" market environment is heavily contested by European and indigenous cosmetics product suppliers. Companies that design and position their products according to market conditions have a good chance of market success. The objective of this lecture is to give a concrete "face" to the



huge, often abstract greater Chinese market (China, Taiwan, Hong Kong) by presenting market trends and consumer behaviour.

Practical approaches to the definition of product lines, as well as sales and marketing strategies will also be discussed.

Speaker: Mei Gräfe
Proprietor
Intergate Außenhandelsberatung- & services

Thursday, 14.6.2012: 3.15 p.m.



3

Growing environmental awareness requires environmentally friendly materials and sustainable packaging solutions

The tension is rising: rapidly growing environmental awareness of consumers is increasingly calling for more environmentally friendly materials; therefore, manufacturers must intensify their research activities with regard to non-petroleum-based plastics.



The move, however, is not without problems. Therefore, some years ago, the R & D team of Bormioli Rocco already launched a qualification programme for suppliers of environmentally friendly materials.



This presentation will explain to the audience the essential technical aspects associated with the use of these materials, and will present the latest introductions of finished products by leading cosmetics manufacturers.

Speakers:
Stefano Corrarati, Area Manager Pharma
Bormioli Rocco & Figlio S.p.A. Plastic Division

Dr. Roberto Valenti
R&D Materiali Bu Plastic - R&D Materials
Bormioli Rocco & Figlio S.p.A. Plastic Division

Thursday, 14.6.2012: 2.30 p.m.

5

English lecture with simultaneous translation into German

"TAG System: The First and only Airless System in the world with a Glass Bottle"

The TAG-System is a revolutionary cosmetic packaging product designed, patented and manufactured by Lumson. TAG, which stands for Techno Airless Glass, is the ultimate packaging innovation. A System that combines the beauty, the preciousness and the luxury of a glass bottle with all the technical and functional advantages of an Airless Dispensing System. Thanks to a special Lumson patented multi-functional component called "Eco-Lock system" the final consumer, after usage, by simply unscrewing the pump can easily separate all plastic components from the glass bottle allowing a more responsible recycling process. Lumson



will introduce this innovative packaging solution and will illustrate its functional and technical features. Part of the conference will also be dedicated to show the Ringana Case History - an eco case that thanks to the TAG System was able to obtain 100% recycling of the glass bottles.

Speaker: Stefano Focolari
Marketing Director
Lumson SpA

Thursday, 14.6.2012: 4.00 p.m.

6

Brand Management I – Position yourself correctly!

Using current examples, this presentation shows the importance that clear positioning has for the success of a brand. A brand is comparable to a person.

As early as the first acquaintance, first impressions determine sympathy or antipathy towards a person. Thereafter, things become more intimate and one gets to know the character, strengths, values and characteristics of the person. If someone is contradictory in their statements, appearance and behaviour, she/ he will usually be avoided and not included in a select circle of friends. Statements like “I have a hard time judging the person” are often used in such situations. Brands work exactly the same way. If a cosmetics brand has a clear profile, qualities and character, it will succeed and make it all the way into the bathroom of its user/ target group.

This is achieved through strategic brand positioning, focused on the defined target group. The brand can thereby distinguish itself from other providers and show its virtues, which is the basis for successful marketing. The talk will comment on and analyze practical examples, as well as develop approaches to infuse one’s own brand (cosmetics manufacturers and suppliers) with personality, thus increasing its success.



The speaker worked in international marketing at the La Prairie Group for many years, and was among other things responsible for the strategic orientation of several exclusive brands within the group. She will, in this presentation, show positive and negative examples and familiarize you with useful marketing approaches.

Speaker: Brigitte Roth
Managing Director
Roth & Partner Marketingberatung

Friday, 15.6.2012: 10.45 a.m.

7

Cosmetics go green - what moves the market and who are the winners?

Natural cosmetics have long become a given part of the cosmetics market. A change in consumer behaviour is having an impact on the entire cosmetics market. The market is becoming “greener”. Therefore natural and semi-natural cosmetics continue to strongly define the growth of the cosmetics market. Line extensions of well-known brands are stimulating the market for semi-natural cosmetics. The topics of this presentation are: what potential does the market have, who are the winners, and what motivates consumers to choose natural cosmetics?



Speaker: Elfriede Dambacher
Consulting firm naturkosmetik konzepte
Editor of the “yearbook of natural cosmetics” and of the “natural cosmetics industry report”

Friday, 15.6.2012: 11.30 a.m.



Cosmetic Business

Conference Program 2012

8

Cosmetic Campus SPECIAL: Today “Made in Germany”, tomorrow “Made in China”?



The new EU Cosmetics Regulation may force problematic changes in labelling

For imported cosmetic products that are to be distributed through 2013, the declaration of the country of origin is already mandatory. But where is the true origin of a cosmetic product? Where exactly do the compounds of the ingredients come from? How can the origin be defined and in how much detail must it be done? Also, for cosmetics, indications of origin such as “Made in Germany” are an important marketing tool. In the worst case, must the marketing-relevant phrase “Made in Germany or Made in Europe” now be replaced with “Made in China”?



The new EU Cosmetics Regulation requires a clear distinction from all cosmetics companies: therefore this talk will give you an overview of the legal guidelines and requirements, thus enabling you to assess the features of the new EU Cosmetics Regulation that are relevant to marketing.

**Speaker: Thomas Bruggmann, LL.M.,
Lawyer**
juravendis Rechtsanwälte, München-Hamburg

Friday, 15.6.2012: 12.45 p.m.



10

Natural cosmetics or just simply cosmetics? Changing values, the cult of the body, and sustainability, those are the challenges for the cosmetic industry

Green cosmetics continue to be on the rise - bolstered especially by the continuously increasing environmental awareness and bodily awareness of consumers, as well as by a general shift in values that influences everyday life towards sustainability. But, are well-being and ethical awareness not frequently only sold for the sake of a good conscience and for the sake of business? How credible is this path and with it, the respective brand? Do we still have our sights on our customers? Is our target audience still following us? How does one create sustainable products that the market really wants? Sustainability is not restricted to the selection of the active ingredients.



How can natural cosmetics be successful and exercise social responsibility? What, on the other hand, must we not conceal from the consumer?

Listen to the exciting deliberations of Frank W. Legart, scientific chemist, who has spent over 23 years working as a developer of cosmetic products.

Speaker: Frank W. Legart
Managing Director
pour legart gmbh | solutions for cosmetics

Friday, 15.6.2012: 2.15 p.m.

Cosmetic Business

Brief facts 2012:

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

Opening hours:

Thursday, 14 June 2012 - 9.30 a.m.-6.00 p.m.

Friday, 15 June 2012 - 9.30 a.m.-4.30 p.m.

Lectures: Conference Area K1

Further information at:

www.cosmetic-business.com/en/tradefair

9

Brand Management II - Position yourself correctly, also with regard to marketing!

This talk is a continuation of the lecture "Brand Management I". Once a brand has been assigned a distinct profile, as well as a personality with its own character, strengths and optical appearance, the strategy for marketing and thereby a continuation of the defined positioning is of great importance for success.

Marketing also requires positioning. The marketing strategy, distribution channels, and all sales measures must be adapted to the positioning, or should be determined at the latest with the definition of the positioning. An improper distribution channel, a poorly chosen tonality for communication that does not appeal to the target group, or the wrong promotional activities that do not resonate with the target group, can all have devastating effects on sales. All marketing activities must be guided by the positioning, must support and underpin it. The goal is that the defined profile is coherently communicated at all levels, that it has impact, and that it is understood by the target group accordingly. The presentation shows current examples and gives well-founded advice on marketing the positioned brand accordingly.



The speaker worked in international marketing at the La Prairie Group for many years, and was among other things responsible for the strategic orientation of several exclusive brands within the group. She will, in this presentation, show positive and negative examples and familiarize you with useful marketing approaches.

Speaker: Brigitte Roth
Managing Director
Roth & Partner Marketingberatung

Friday, 15.6.2012: 1.30 p.m.

11

Upheaval and change in the distribution channels of cosmetics: a true challenge for all cosmetics companies

Schlecker, Douglas, Müller & Co. - insolvencies, buyouts, acquisitions and mergers: just as 2011 was, 2012 will be a year of change and upheaval.

In this context, this talk scrutinizes the current developments in German retail formats. This change affects not only the breadth and depth of the range of products, but has significant implications for the fundamental further development of these forms of distribution, and for brand awareness as a whole. Concentration, buyouts, acquisitions, mergers, restructuring, reorientation - by themselves, these are all merely catch words. However, these current areas of tension reinforce the already high pressure to perform that cosmetic companies are subject to as suppliers and partners of retail.



In order to remain successful in the future, cosmetic companies must actively address this challenge. What is going on in retail? Where do opportunities exist, where are the risks? What must you prepare for as a partner of the retail sector? The lecture gives you an outlook on future trends and tendencies in the field of beauty & cosmetics.

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

Friday, 15.6.2012: 3.00 p.m.