



## InterCHARM – October 26-29, 2011

International perfumery & cosmetics exhibition

*the new season of beauty*



# InterCHARM: Exhibition №1 in beauty industry

- Organized since 1994
- InterCHARM is the ideal place to enter Russian growing market, discover new opportunities, find distributors and enlarge business scope.
- With over 3000 brands represented this is the largest in the region showcase of the most innovative products and services, opportunity observe the whole market at one glance and a meeting point for all industry professionals.



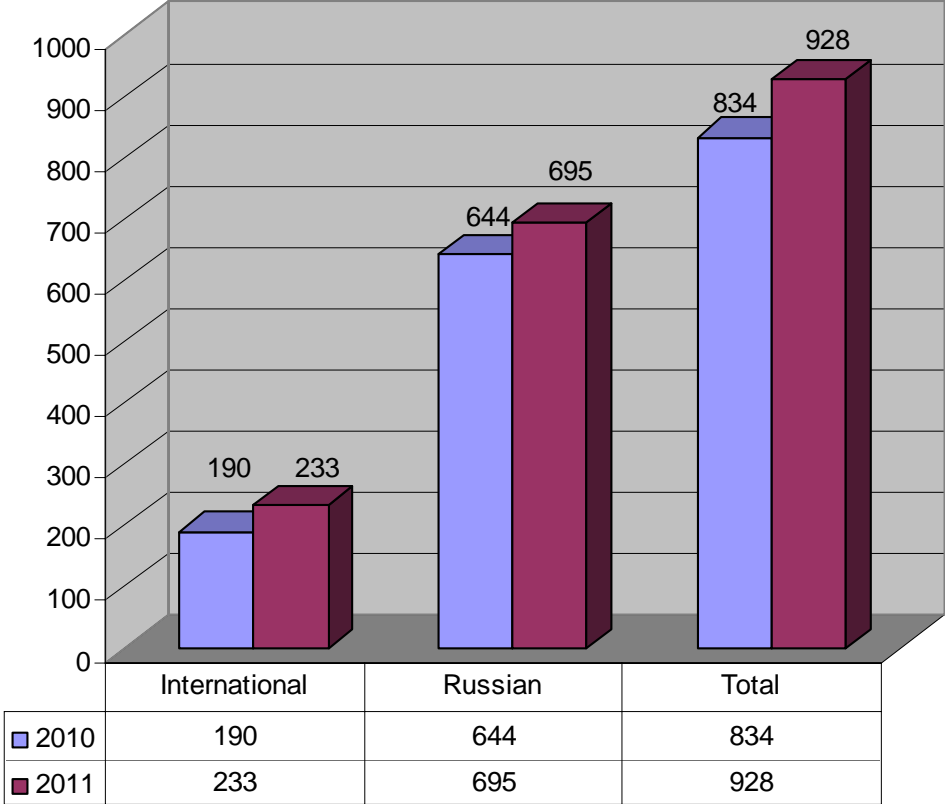
# InterCHARM 2011 in facts & figures

- 3 halls (13, 14, 15) in 3 pavilion
- Gross area 45 400 sqm
- 928 exhibitors, out of which 695 are Russian
- 27 countries
- 10 national pavilions
- Over 3000 brands
- 51 681 visitors from 28 countries
- 120 journalists
- Over 3050 master-classes at stands
- 25 events in the framework of the program

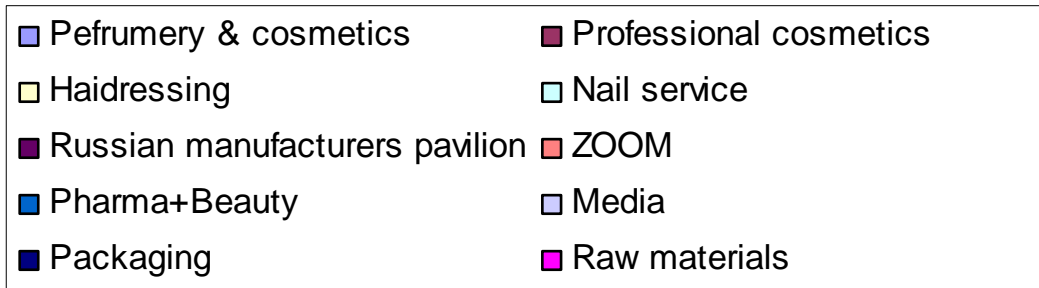
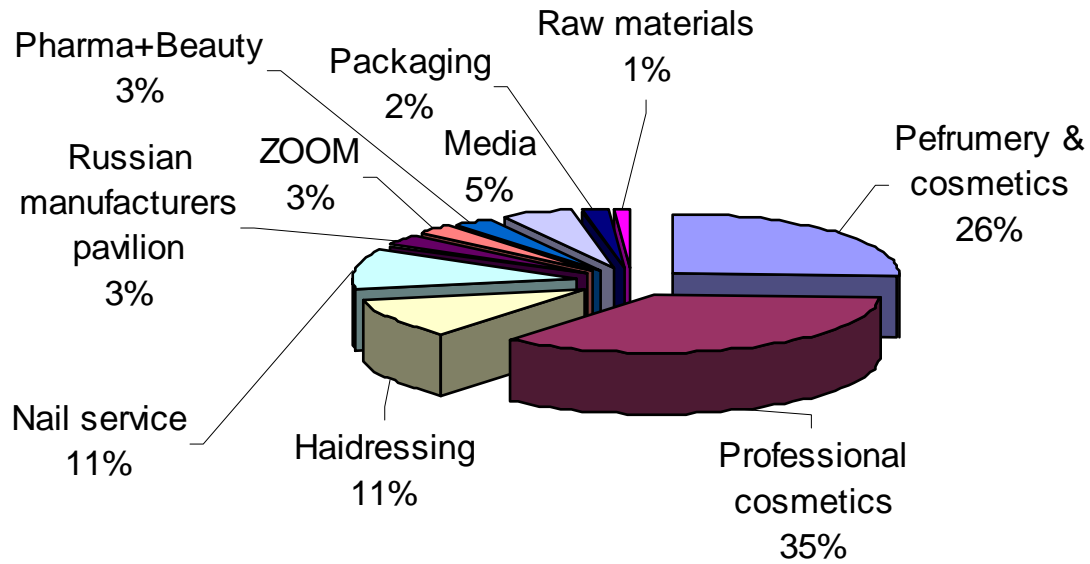


# Number of exhibitors grew 11% in 2011

Russian exhibitors – +8%.  
International exhibitors – +23%



# Exhibitor profile



# High international status of InterCHARM

- The latest global novelties
- 27 participating counties: Austria, Byelorussia, Bulgaria, China, France, Germany, Great Britain, India, Israel, Italy, Japan, Kuwait, Latvia, Lebanon, Pakistan, Poland, Russia, Singapore, Spain, Switzerland, South Korea, Taiwan, UAE, Ukraine, USA.
- 10 national pavilions: Bulgaria, China, France, Germany, Israel, Italy, Poland, South Korea, Spain, Taiwan
- New in 2011: National pavilion of Israel
- UFI approved event
- Recognition of the leading industry associations, support from international trade media (ECM, SPC, BWConfidential, etc)
- Agents and International sales offices (Reed Exhibitions) in major markets



# Various program for specialists in different fields

- **25 events** of show program, including **7** new ones
- **Over 3050** of master-classes
- Novelty of 2011: **Catalogue of seminars and master-classes** at stands available on official web-site
- **Bright show-program:** real festival of style and beauty, where hairdressers, makeup artists, stylists, nail specialists demonstrate professional skills to visitors



# Program for each segment of beauty industry includes

- Supplier meets the retail chains trade forum,
- Congress on podology,
- “Industry of beauty and cosmetics: trends and innovations” seminar,
- Forum “Cosmetology: paramedical personnel”,
- International Competition for eyelash extension professionals,
- “Style and the City” fashion show;
- Independent Russian hairdressing championship
- International SPA massage championship,
- All-Russian Convention of Beauty Salons,
- Nail Service School
- You.Prof.Show.2011
- Russian nail sculpture championship InterNailCHARM



# Trade Forum Supplier meets the retail chains and Buying Center for chains

- 350 business owners, sales and managing directors of manufacturing and supplying companies from 27 cities of Russia, Germany, Ukraine, Belorussia, and Kazakhstan
- 80 buyers from 28 international, federal and regional retail chains among which Cash&Carry, Lenta, O'Key, Magnit Cosmetics, X5 Retail Groups, Podruzhka, Yuzhnyi Dvor, drugstore chains
- Organizer – InterCHARM's partner Imperia company



# Leading companies and top-stylists present hairdressing brands

- YOU.Prof.SHOW: open master-classes and workshops of the leading professional hair care and styling brands and their top-stylists. Trendsetters of **Keune, Cutrin, Periche Profesional, Eugene Perma, Schwarzkopf Professional, L'Oréal Professionnel, Revlon, American Crew** surprise and inspire their guests one by another!
- New trends and techniques at Independent Russian hairdressing championship
- Novelties of 180 companies and dozens of master-classes on show floor in Hairdressing special section



# All media-channels employed for visitor promotion

- Radio and TV ads
- Direct mailings
- E-mailings
- Trade, business and glossy magazines advertising & editorial articles
- Advertising and editorial on industry web-portals
- PPC in Yandex
- Social media (VKontakte, Facebook, Twitter, LiveJournal, LinkedIn...)
- Telemarketing: call-center working with distributors of perfumery and cosmetics retail chains, pharmacies, salons in Russian regions and CIS
- SMS-marketing



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# Effectiveness of the show is proved by exhibitors' estimations



**77% of exhibitors established new business contacts**



**92% of exhibitors are satisfied with show results**



**90% of exhibitors are loyal to the show and actively book for 2012!**

# Golden medals of InterCHARM 2011 went to 9 companies

- **Salonnaya Kosmetika** for active development of national market for cosmeceutics
- **Constanta Group of companies** for the opening of new talents in hairdressing
- **Galateya** for the development of Russian market for medical and cosmetology equipment
- **Gran Vie** for the considerable input in nail service development
- **Campo Research** for innovative approach to raw materials development for perfumery and cosmetics
- **KANSAI** for active distribution of innovative products
- **The Israel Export & International Cooperation Institute** for substantial input into development of trade relations between two countries
- **ExpoMediaGroup Staraya Krepost** for the reliable partnership in the field of development of training and information programs for beauty industry
- **Welonda** for the best stand design



# Exhibitors about the show

- *It was our first time at InterCHARM, and the impression is very positive: we signed two perspective long-term agreements with strategic partners. [N. Podobin, Satura Centr, brand GZ Laboratories]*
- *We've been participating for the 5 years and plan to exhibit in 2012. Up to 90% of contacts at stands are business ones – exactly what we were looking for. [A. Kitchina, OLGA company, brands Sauvage, Veique]*
- *Participate in InterCHARM since its launch, only a disaster could prevent us from not exhibiting again! [K. Leszczewicz, HeinzGlas Dzialdowo]*
- *Thanks to InterCHARM we acquire new clients, business partners, have the opportunity to present novelties, sophisticated stands and unbeatable master-classes. [V. Vasilevskaya, Belli Capelli]*



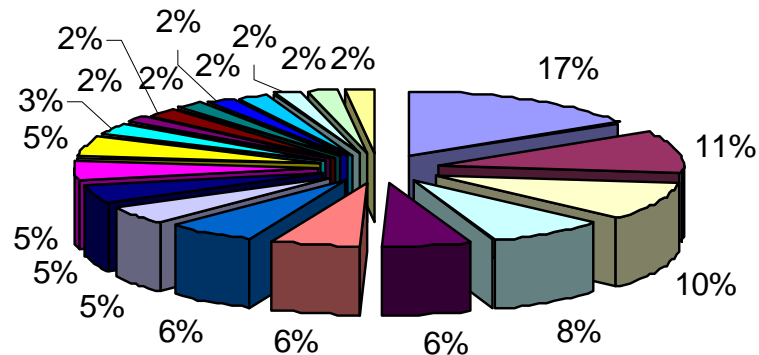
# 51 681 visitors from 28 countries attended InterCHARM in 2011



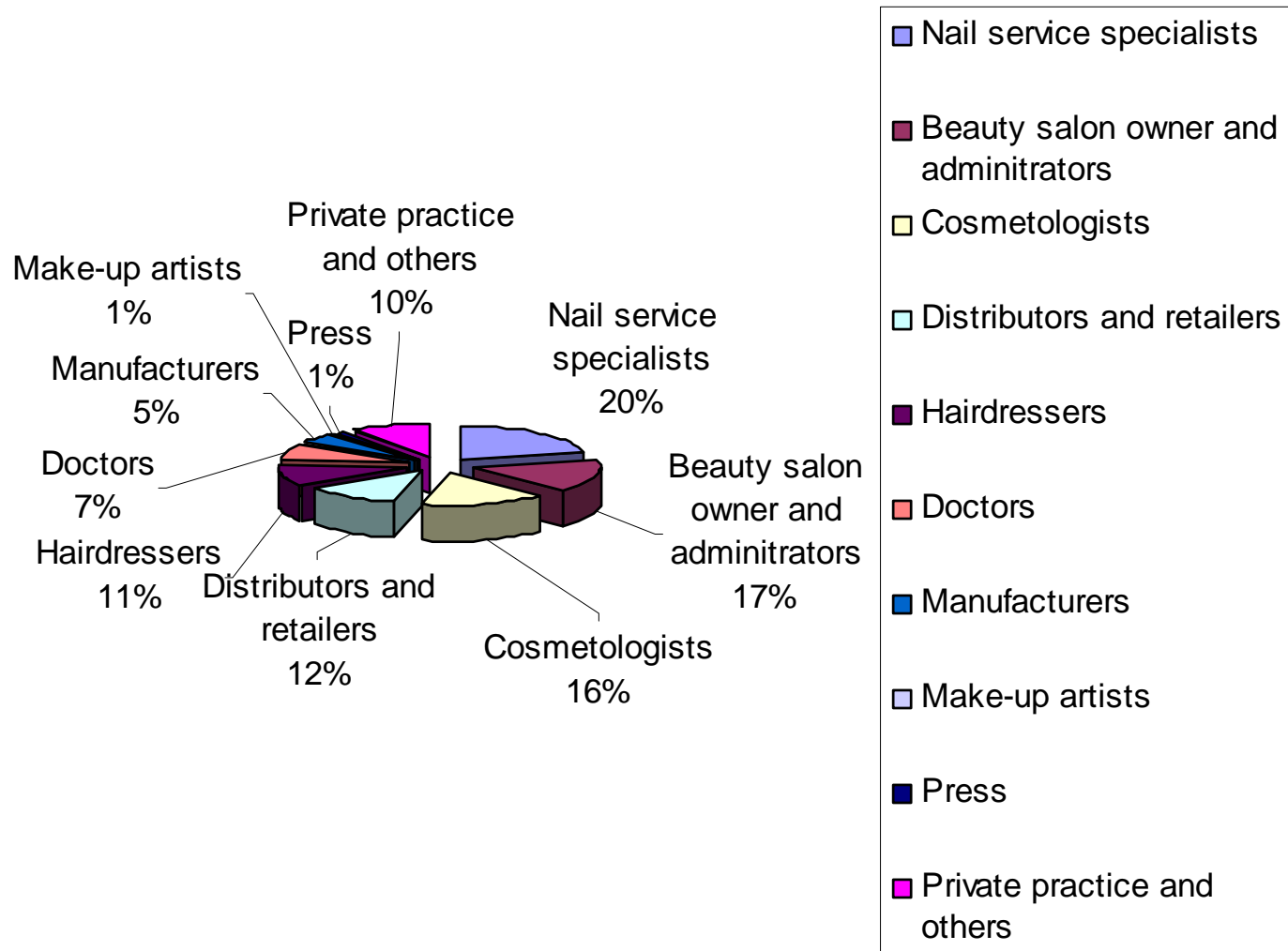
Some 50 000 of visitors from Russia and CIS



1681 of international specialists



# Visitor profile by activity



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# Visitors trust in new products and services only after the show



**92% plan to attend in 2012**



**20% attend for the first time – the new audience**



**50% come in search of new products and suppliers**

# New features: purchase of tickets by credit cards online

- Preliminary purchase of exhibition tickets by credit card online on official show website
- Allows get in to the show without any queues with the ready ticket
- Service is available in Russia, CIS, Europe... **IN ALL COUNTRIES!**
- Simple procedure takes only 3 min
- 92% of those who bought tickets online consider the first experience positive



# PR-Support during show

- Press-tour for the leading bloggers
- Regular update of [www.intercharm.ru](http://www.intercharm.ru)
- Banner advertising and editorials on major industry portals
- Competitions in professional forums and groups
- 120 journalists give visibility to the show






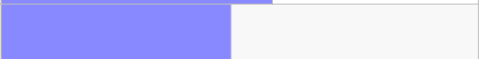
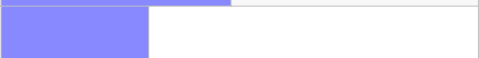



## Over 3 times visitors growth at [www.intercharm.ru](http://www.intercharm.ru) in 2011

- Quantity of visits grew 3,4 times: 291 360 (vs 2010)
- Quantity of page views grew 3,4 times: 1 123 649 (vs 2010)
- Quantity of unique visitors grew 3,2 times: 201 476 (vs 2010)




# InterCHARM groups exist in the most popular social media

**WHERE** show visitors (all possible variants)

Vkontakte		59.8%
Facebook		33.7%
Twitter		7.4%
LiveJournal		7.1%
LinkedIn		1.2%
Odnoklassniki		60.9%
Others		5.3%
Do not attend any		14.8%

People in **INTERCHARM** groups  
(December 2011)

 9478

 651 likes

 1607

 1070 followers

 120

 3000 views (November)

# Time in Crocus Expo is dedicated exclusively to business

- The largest and most modern exhibition center in Russia
- **Myakinino** metro station in 2-minute walk
- 3 exhibition pavilions with perfect infrastructure: food courts, ATMs, service and press centers
- 49 equipped rooms and halls for seminars, conferences and meetings
- Free parking for 20 000 cars
- Aquarium 4\* hotel in one of pavilions
- Member of AIPC



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See you in Moscow in 2012!

INTERCHARM professional

April 19 - 21

InterCHARM

October 24 - 27



Organizer: Reed Exhibitions

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