

SHOWtime

Summer Edition 2011

COSMOPROF 2012
WORLDWIDE BOLOGNA
9-12 MARCH | Bologna | Italy

BUSINESS BONANZA!

COSMOPROF WORLDWIDE 2011 proved to be an absolute winner with an unprecedented 177,287 visitors recorded. A truly global event, COSMOPROF attracted buyers, distributors, agents and senior decision makers representing every Beauty market on earth. Once again, it wasn't just these valuable visitors that our British Exhibitors did business with, as interaction between National Pavilions showed that B2B is a real asset of COSMOPROF too.

Furthermore, COSMOPROF 2011 hosted 540 accredited journalists reporting on products and services at the Show to a worldwide audience, while a new area was created for bloggers to report live. Six international bloggers were based in the official COSMOPROF bloggers booths where they instantly reported on events taking place in National Pavilions. It's another great innovation that's guaranteed to increase awareness and visitors to the British Pavilion at COSMOPROF WORLDWIDE 2012.

RIGHT SHOW, RIGHT LOCATION

There are many national shows, events and exhibitions for the Beauty business, but only a few international ones and really only one worldwide exhibition. Now in its 45th year, COSMOPROF has established a unique position in the world of Beauty. Continuous improvements, innovation and global media including excellent reporting, both below and above line ensures it retains its crown as the undisputed No1 BEAUTY EXHIBITION.



SATISFACTION SURVEY 'Best show ever'

British Beauty companies exhibiting in the British Pavilion at COSMOPROF WORLDWIDE 2011 were requested to complete a survey form and returns indicate very high levels of satisfaction with the quantity and quality of leads and orders achieved, as well as the services provided.



INFORMATION PACK

Call or email GROUP UK for our new comprehensive British Pavilion Information Pack that contains everything you need to know about COSMOPROF WORLDWIDE 2012 and how to book a stand, including a reservation service.

Published by:

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GALLERIES

GROUP UK designed a limited number of 'GALLERY STANDS' into the British Pavilion at COSMOPROF 2011 which proved to be very popular with businesses 'testing the water'. Some of these companies have now moved onto larger stands and GROUP UK has introduced more GALLERIES for COSMOPROF 2012. The GALLERY STAND configuration is 2m deep (front to back) x between 3m wide to 5m wide. They are fully equipped with lighting, power, showcases, shelves and furniture, however there are only a few available so demand will be high and early reservation is recommended.

CAPITALISE!

In the ever evolving world of Beauty, it is vital to capitalise on rapidly developing trends. Take for example, the amazing rise in Nail sales from colours, acrylics, treatments and procedures – up 29% in a year. And then there's the continued rise of the dry shampoo market, and the increasing demand for mens' grooming products. When you need to get these and other up-coming products and services in front of the world's buyers, agents, distributors and key decision makers, there can be only one Show – COSMOPROF WORLDWIDE 2012!

STERLING NEWS!

Recent changes in Italian tax legislation now means that all GROUP UK transactions concerning British Pavilion stands and services can be charged in sterling.

Only the COSMOPROF raw space, catalogue entry and insurance package is still to be paid in euros, but the good news is, there's no longer any I.V.A. to be added.



PRESSING ALL THE RIGHT BUTTONS

If you can identify your products or services within the icon buttons displayed below, then the British Pavilion at COSMOPROF WORLDWIDE 2012 is the Show you must be at to build export sales and partnerships.



Aromatherapy



Baby



Body Art



Body & Skincare



Candles



Dental Care



Dispensers



Eyecare



Face Cosmetics



Face Masks



Gift Items



Haircare



Health



Nails



Natural



Organics



Perfumery



Professional Beauty Salons



Professional Salon Equip.



Soaps



Sponges



Suncare



Toiletries



Training & Business Materials



Wellbeing

CTPA

Exhibiting at a world class trade fair as part of a British Group is an excellent way of maximising your reach to new and existing customer bases. Group UK provides the perfect solution at Cosmoprof, Bologna to ensure your company is set in the best possible light.

At CTPA we also work on your behalf to ensure that your export strategy is matched by products formulated, manufactured and packaged to meet the demands of your export customers and labelled to meet the requirements of the destination country. Make sure you are fully informed of upcoming legislative changes in Europe and beyond and have 24/7 online access to information that will give you peace of mind in your marketing decisions. Use our specialist knowledge to best effect and you will have world class products that are fully compliant.

Call or e-mail for more information and to arrange a meeting.

Contact Julia Hewitt, Commercial Affairs Co-ordinator

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