

23-25 **2016**
november
Kazakhstan, Almaty

cosmobeauté
Kazakhstan



1st Kazakhstan International Beauty and Aesthetic Medicine Exhibition
Kazakhstan, Almaty, IEC Atakent

About Exhibition

Post Show Report

Cosmobeauté brand – the debut of the new international exhibition in Kazakhstan

The new International Beauty and Aesthetic Medicine Exhibition Cosmobeauté Kazakhstan 2016 was held for the first time on 23-25 November in Almaty at “Atakent” Exhibition Centre

The launch of the Cosmobeauté brand in Kazakhstan was chosen with a view to rapid developing market of Central Asia and Kazakhstan especially.

According to the Euromonitor forecast for 2016, Kazakhstan market of services, cosmetics and personal care products develops and shows the growth: market volume in 2016 will reach 547 230 000 US dollars with an increase of 3.9%, and for the period from 2015 to 2019 up to 609 580 000 US dollars with overall increase of 15.8%.

Cosmobeauté Kazakhstan 2016 statistics:

42 exhibitors, over 100 brands

1374 unique professional visitors

1732 visitors from Kazakhstan, Uzbekistan, Kirgizstan regions

10 participating countries: Hong Kong, India, Jordan, Iran, Italy, Kazakhstan, South Korea, Malaysia, UAE, Russia

National stand:



Official Support:

- Kazakhstan Association of aesthetic medicine and plastic surgery
- Association of Beauty Industry of the Republic of Kazakhstan
- Almaty City Administration
- National Chamber of Entrepreneurs of the Republic Kazakhstan «Atameken»



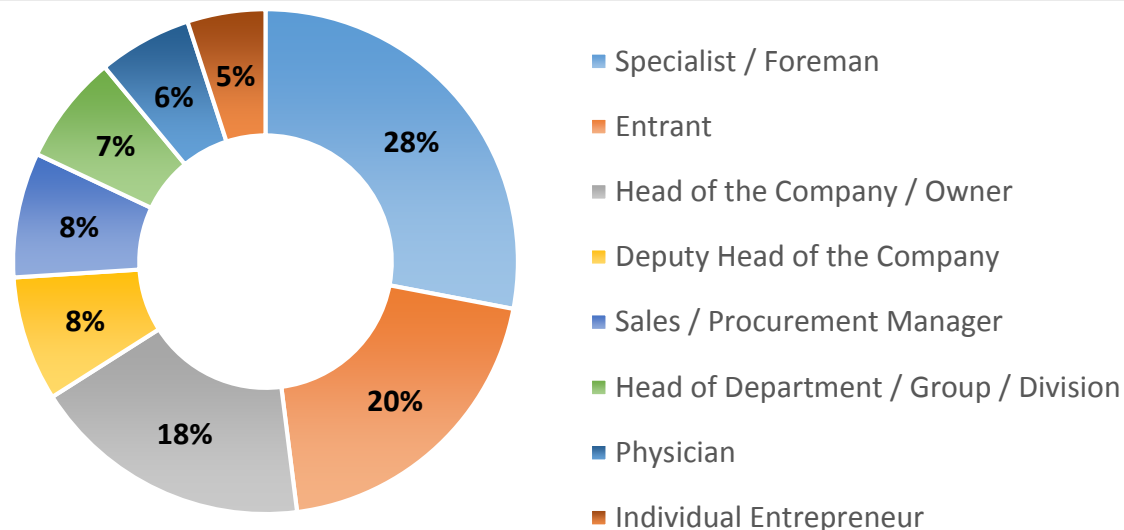
Visitors

Official data

November 23–25, 2016
Kazakhstan, Almaty,
IEC Atakent



Job titles of the visitors:



The representatives of the following companies are among the visitors:

AC Group Trade Ltd TOO, TOO ADHARA, Aravia professional, PARKJUN BEAUTY LAB, Beautydrugs, Beautyprof, COSMETIQUE, ESTEL, Europharma, Gaziza, ICE Almaty/Italian Trade Commission, Korean Beauty, Magiray Cosmetics, Mizon, On Clinic, Pivot Point, ПРОФ.КЗ, Remi Nail Systems, Sante Group, SELEKTIVE, Smart Satu Beauty, SUWON Group, Tiffany Plaza, TOO AKKO, TopCosmetics, AiF cosmetik, GEFCO, Akademy Beauty Way, beauty-salon Professional, Beauty and Health Centre «Nik'Ol, «IdealBeauty» etc.

48% of the visitors are satisfied with the exhibition, **51%** of the visitors want to receive information about participation with a stand in Cosmobeauté Kazakhstan 2017.

Visitors

Scope of Activity

November 23–25, 2016
Kazakhstan, Almaty,
IEC Atakent



Areas of activity of visiting companies

Hairdressing	23%
Salons, Studios, Beauty Institutes	20%
Cosmetics and Perfumery	16%
Nail Service	8%
Aesthetic Medicine, Cosmetology and Plastic Surgery	7%
Makeup Image-making	5%
Other	3%
Distribution, Dealers and Procurement	2,20%
Medications, Injections, Tools	2,10%
Depilation	1,80%
Eyelash Extensions	1,70%
Social Structure and Organizations	1,30%
Retail Trade	1,20%
Healthy Eating	1,10%
Equipment and Tools for Beauty Industry	1,10%
Equipment: SPA, Solarium, Wellness, Resorts, Steam Baths	1,10%
Hygiene and Disinfection	0,80%
Tattoos, permanent make-up	0,70%
Mass Media	0,70%
Specialized Training Centres, Schools and Consulting	0,60%
Equipment for Aesthetic Medicine and Plastic Surgery	0,40%
SPA and Wellness	0,40%
Consumables and Textiles	0,40%
Beauty Tourism, Recreation, Spa Treatment	0,30%

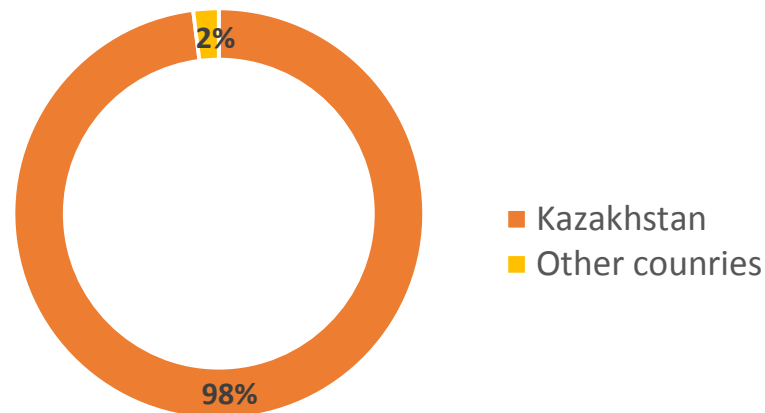
Visitors

Geography

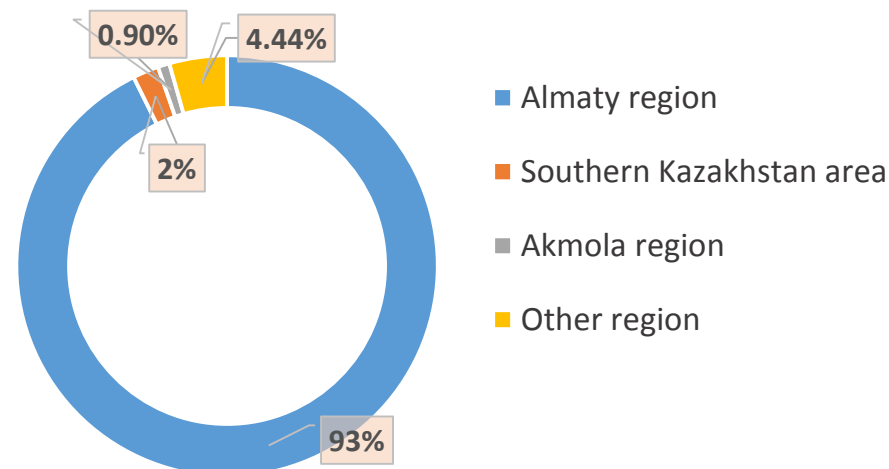
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Geographical origin of the visitors according to countries



Geographical origin of the visitors according to Kazakhstan regions

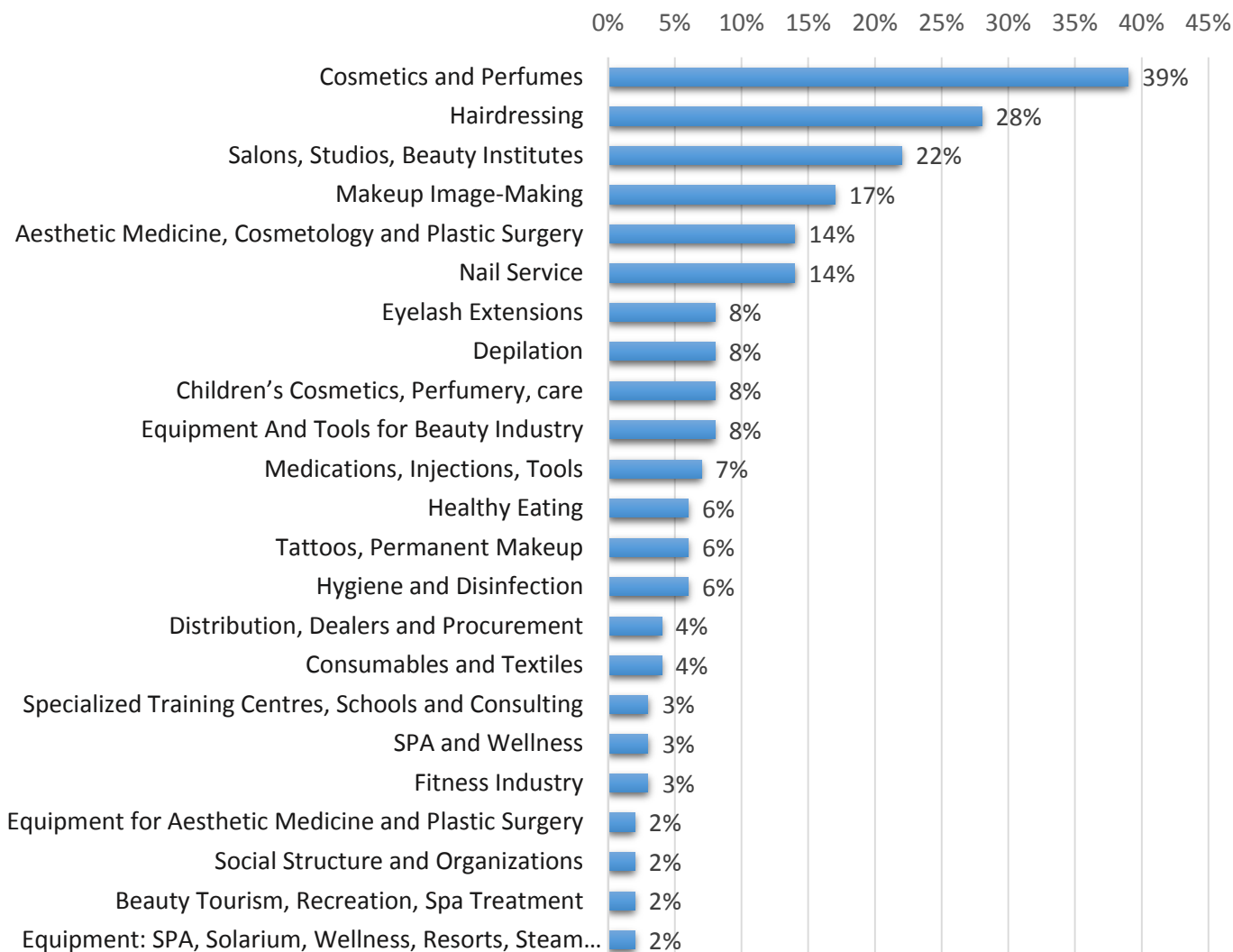


Visitors

Exhibition's sections



Sections the visitors were interested in*



*Proportion of the number of visitors, %

Most of the visitors are planning to visit the next exhibition (53%).

Exhibitors

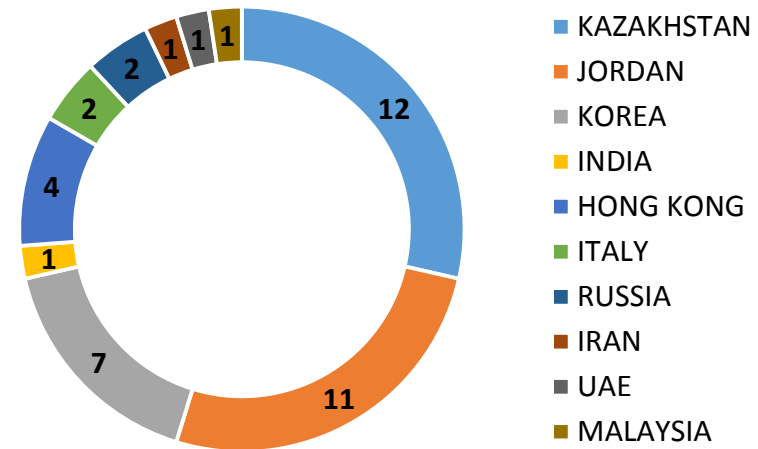
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42 number of exhibitors
more than **100** brands

National stand:



Geographical origin of exhibitors



The exhibitors were actively involved and demonstrated novelties of the industries on their stands. The successful master classes and presentations were held at the stands of the companies as: VG Professional, Golden Partnership Kazakhstan (“Sinij Slon” shop), Iloxs Beauty, GLORIA, BEAUTY LINE, YM Company, “New Technologies of Beauty” and others.

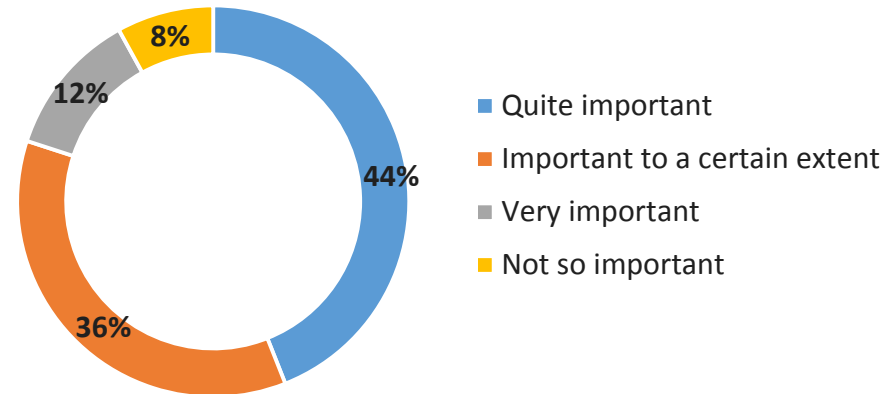
Exhibitors

Participation and Investments

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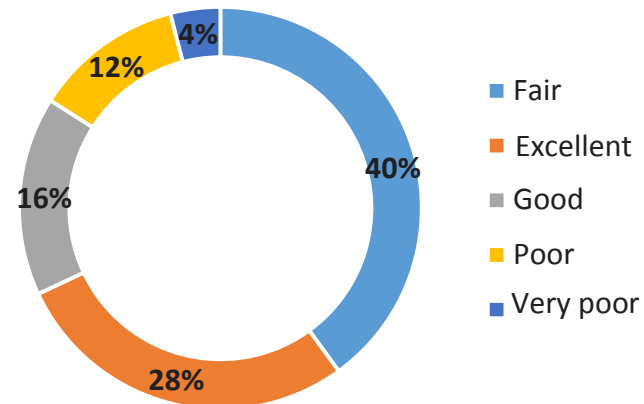


The importance of the participation in Cosmobeauté Kazakhstan 2016 for business



44% of participants think that the participation in the exhibition is important for business

Evaluating return on investments after participation



40% of participants are satisfied with return on investments after participation

Exhibitors

Testimonials

November 23–25, 2016
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“We represent the company from South Korea. Our activity is anti-aging injection-free procedures for beauty salons with “wow” effect. We recently came to Kazakhstan, in October we participated in the exhibition – we gained good experience and good comments from Kazakhstan people. They liked our procedures a lot. There is good demand. At the exhibition we are looking for partners in Kazakhstan. We are searching for clinics and beauty salons. Currently, we have already had representative offices. We like the exhibition very much, thanks to the organisers, everything is very interesting. This is good experience for us, I think we will participate in the exhibition in the future”.

**Kira Sorokina, President of “NanoAsia” LLP,
Dinara Dzhuliyeva, Head of “NanoAsia” LLP**

“This is the second exhibition for us, where we are represented as an individual brand. We are the first multi-brand company on sugaring products. I always visit beauty exhibitions abroad and in CIS countries. At Cosmobeaute from Iteca we are for the first time, and also we know that this is Your debut. We see that many foreign companies – from Korea, India exhibit here. This is interesting for our clients. The aim of our participation in the exhibition is to search for wholesale customers, distributors who will cooperate with us. I wish you luck in moving in this direction, we need exhibitions, we wish exhibitions not to lose their relevance. Accordingly, we, as the participants will always support you!”

Kuralay Yesmurzayeva, “Academy of Sugaring”

“Hi, we represent Sinij Slon shop, today we are demonstrating a large amount of brands here. At such exhibitions we participate regularly. Here we want to find partners; we want our brand to become more recognizable, our cosmetics to be in many shops”.

Anastasia Bolasheva, Online Retailer “Sinij Slon”

Business Program

The business program of Cosmobeauté Kazakhstan includes significant and the most demanded events for various sectors of Kazakhstan's beauty industry, including all-country events like Kazakhstan International Beauty Championship:

❖ **1st International Hairdressing, Nail Aesthetic, Make-up and Body-Art CHAMPIONSHIP of the Republic of Kazakhstan** attracted for the competition over **100 beauty specialists**. 2 days of hot contests and presentations demonstrated excellent professional preparation of junior level specialists and top skilled professionals.

❖ **“The International Scientific and Practical Conference “European School of Aesthetic Medicine”** brought together aesthetic medicine doctors, plastic surgeons and other specialists **from all over Central Asia** to discuss up-to-date topics and to gain knowledge from the best experts from Europe, Russia and Kazakhstan – Jean-Pierre Amsellem, Aida Gadzhigoroyeva, Gulnar Zhumatova and many others.



- **LABORATORY OF IDEAS of Cosmobeauté Kazakhstan** – the most creative, interactive space for sharing experience and acquiring new knowledge in nail-design, hairdressing, makeup, aesthetic technologies. 11 master classes of the leading beauty experts of the RK were held non-stop during the exhibition.
- **Trainings on beauty salon management and career growth** from the founder of “Beauty Salons Standards Committee”, the President of “Hairdressers Union of Ukraine”, the delegate of Compulsory Health Insurance, the Owner of Salon Business – Alexey Antonyuk (Ukraine).
- **Seminars from ARAVIA Professional** on SPA-sugaring and professional facial skin and body care.

Advertising campaign

Media support:

16 specialized media – industry magazines, newspapers, Internet, Mass media, specialized websites of Kazakhstan regions and CIS, announcements, advertisements and articles in media-partners resources.



Social networks: Facebook, Instagram



Internet advertisement: industry resources, banners and targeted advertisements on social media and Google search engine, YouTube, over 50 posts on popular platforms of social network, announcements and news websites including Kazakhstan regions.

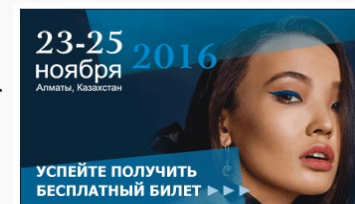
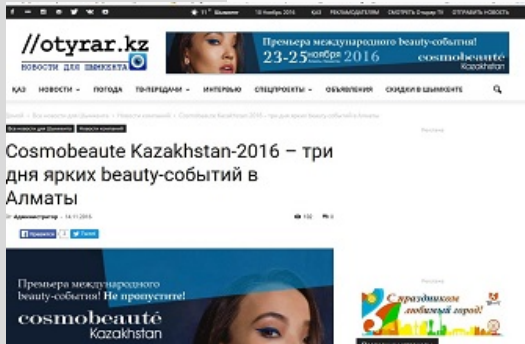
Promotional offers: questionnaires, database collection, distribution of brochures/flyers; distribution of 7,000 invitation tickets, booklets to salons, beauty studios, nail and make up studios, cosmetological clinics, trade unions, etc., including 5 cities of the RK.

E-mail marketing: e-newsletters to over 3,000 industry professionals in the database.

Telemarketing: calling around to about 2,000 companies/specialists across the Kazakhstan, CIS and other countries. Special advertising campaigns in Central Asia

SMS Newsletters at the day before event and during event.

Cross Event promotion: promotion of the exhibition and its events on key beauty-events of Kazakhstan and at the CosmoBeaute shows in South East Asia.



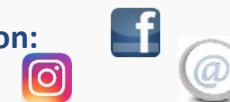
Service for exhibitors

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Free posting of the exhibitors news about on the event website throughout the year:

- Information about new products, hit sales, special promotions and offers, competitive advantages of products and services.

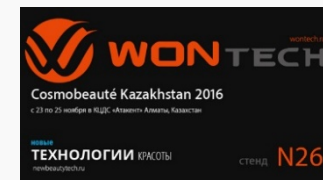
Promotion of new exhibitors in social networks and newsletters of the exhibition:



- Announcements and information about the company and its products
- The possibility to place company's banners inviting to the stand; company's news and its services/products, etc., the possibility to clearly announce the participation in the exhibition and its market entry
- Announcing participant's promo actions/master-classes at its stand or in seminar area

Special tools for attracting visitors to the stands of participants:

- E-invitation for clients and partners
- The banner to be placed on the website of the company "Visit our stand"
- Image for subscription and e-mail newsletters
- Printed invitations for clients and partners
- Sample invitation letters and other materials at the request of participants



A personal account of the participant which enables to:

- Post information about the company in the exhibition catalogue
- Download an e-invitation with the stand number and name of the company
- Pre-register employees of the company to get the participant's badge
- Upload a logo to place on the main page of the website and in an online participants list
- Download technical manual, logistics of the exhibition, etc.

Additional promotional opportunities: Gallery of Novelties and beauty-box (at the request of participants)

Нравится


Подписки

Еще

Cosmobeauté Kazakhstan

Опубликовано Ekaterina Zhuravleva-Vassilyeva [?] · 30 сентября ·

Стильные и технологичные beauty-хиты от BRITIQUE - меняют повседневный мир ухода со собой. Всемирно известные бренды: Tangle Teezer, Beautyblender, Invisibobble, Steamcream, Glov, и возможности их продуктов более широко будут представлены на стенде компании на выставке красоты и эстетической медицины Cosmobeauté Kazakhstan 2016. Здесь, действительно есть что показать. 😊
Подробнее тут: <http://www.beauty.kz/.../82-stilnye-breindy-ot-britique-novyyj-...>



Cosmobeauté Kazakhstan - Стильные бренды от BRITIQUE. Новый участник выставки.

Стильные бренды от BRITIQUE. Новый участник выставки.

BEAUTY.KZ | АВТОР: YEKATERINA ZHURAVLEVA

Benefits of Participation

An effective way to develop your business and to find new clients

The international exhibition of beauty and esthetic medicine – Cosmobeauté Kazakhstan will open the doors in new 2017, having prepared new effective participation solutions for exhibitors and visitors.

Benefits of participation:

- ✓ interacting directly with your target audience
- ✓ finding new customers/partners and entering new markets
- ✓ increase of sales and distribution channels
- ✓ studying the competitive environment
- ✓ expansion of existing business relations
- ✓ using a new range of favourable marketing opportunities



*Taking the opportunity the Organising Committee of **Cosmobeauté Kazakhstan** would like to express it's gratitude to all participants and event partners for the choice, trust and fruitful cooperation.*

Cosmobeauté Kazakhstan 2017

A NEW PLATFORM + BUYER'S CENTRE + NEW B2B SOLUTION

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Organisers:
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ITE Group Plc



For participation please contact our team

Russia & CIS inquiries:
E-mail: beauty@iteca.kz
Tel. + 7 727 258 34 34

International inquiries:
E-mail: shakhnoza.nizamova@ite-asia.com
Tel. + 603 5022 1937