



XV International perfumery and cosmetics exhibition

*inter*CHARM  
**UKRAINE 2016**

ITE Beauty Event

22-24 September

IEC, Kyiv, Ukraine

POST SHOW REPORT

[WWW.INTERCHARM.UA](http://WWW.INTERCHARM.UA)

Key figures about InterCHARM-Ukraine 2016:

Number of exhibitors – **511**

Foreign exhibitors - **40**

First time exhibitors – **118**

Exhibiting countries – Austria, Belarus, China, Hungary, Iran, Italy, Lithuania, Monaco, Portugal, Spain, Ukraine and USA.

National pavilions – S. Korea, Turkey, Poland.

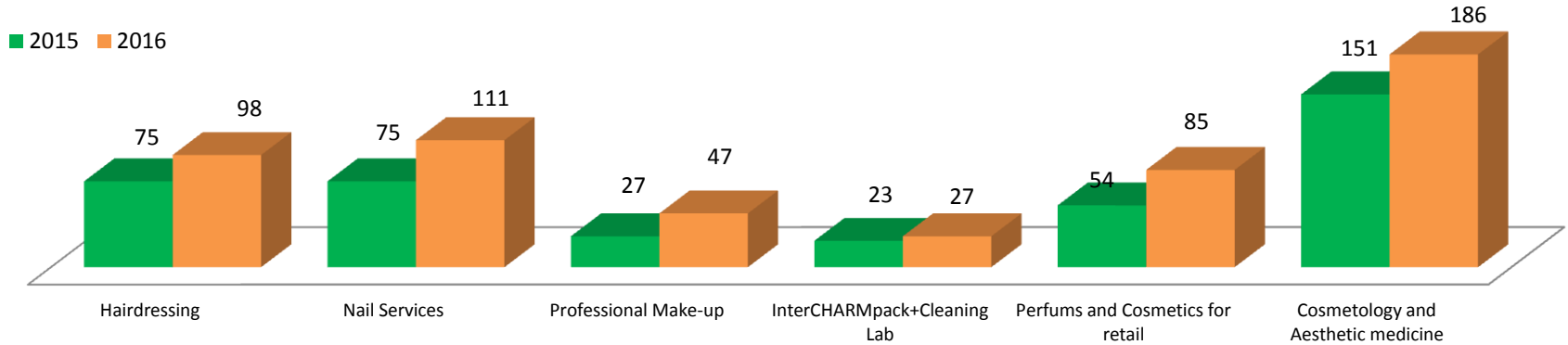
Unique visitors – **44 010**

Unique visits – **65 010**

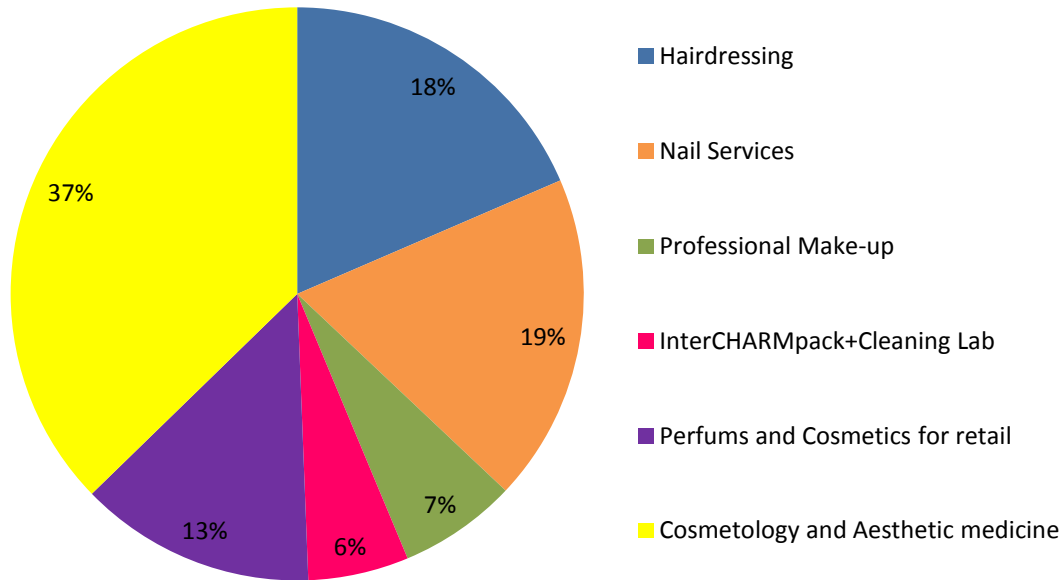
Manufacturers – **84**



Breakdown of exhibitors by sectors

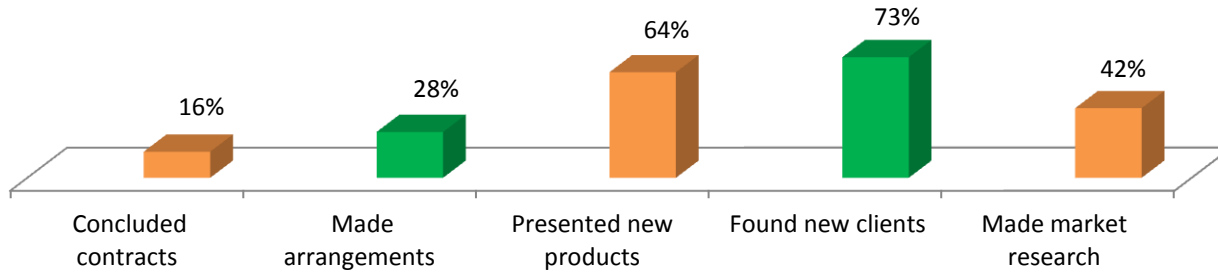


Exhibitors by sectors



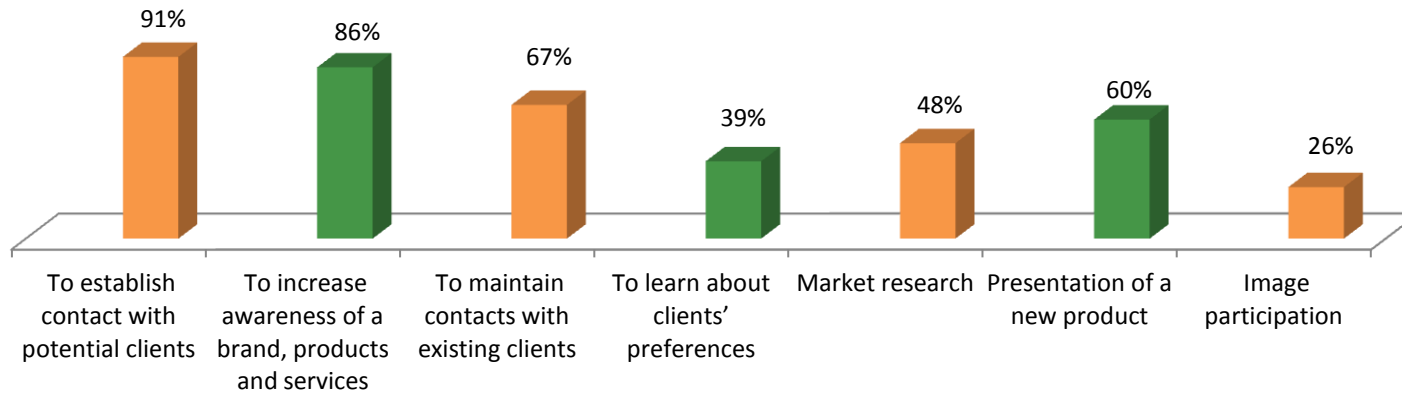
Professional beauty is a driving force of the exhibition

Results of exhibiting \*

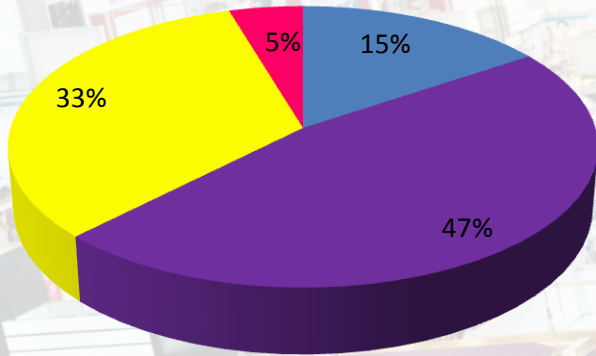


**80%** of exhibitors reached their goals of participation in the exhibition

Purpose of exhibiting

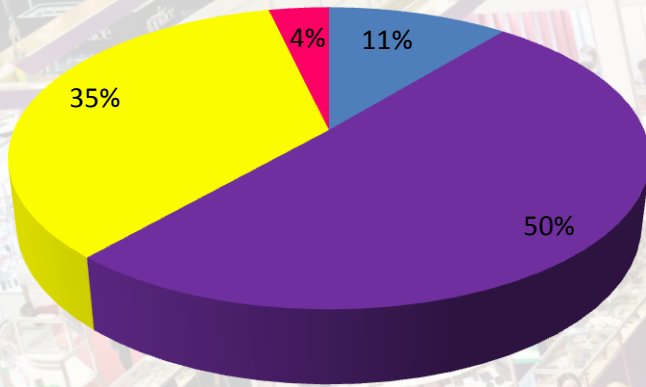


### How exhibitors rated the number of visitors



- Excellent
- Good
- Satisfactory
- Unsatisfactory

### How exhibitors rated the quality of visitors



- Excellent
- Good
- Satisfactory
- Unsatisfactory

**95%** of exhibitors are satisfied with their participation

InterCHARM-Ukraine is organizing matchmaking program for exhibitors called The Buyer Program, It can be described as pre-scheduled business meetings with the potential partners and distributors.



Participation in Buyers Program is absolutely free for foreign exhibitors.

**40** foreign companies took advantage of this program in 2016.

InterCHARM team arranged for them **142** pre-organized meetings with buyers from Ukraine, Belarus, Moldova, Romania, Greece and Azerbaijan.



**BarberShop Day** – male grooming at InterCHAR-Ukraine 2016

**Perfect Image** - open permanent make-up championships

**BrowPro** - The first open championships bringing together the most active and eminent professionals in Ukraine

**Disinfect or die** – social project



**Photo Mirror** – automatic publication of photographs of visitors on Facebook

**Photo competition on Facebook** – to mark its 15<sup>th</sup> anniversary, InterCHARM-Ukraine gave away prizes! The winner of the most original photograph from the previous years received a selection of cosmetics.

Total amount of concurrent program in the framework of the exhibition: **40 events**



What stuck out for us was the organisation of the exhibition – it was at the highest standard. Each year, the number of people interested in our products and developments increases. We enjoy seeing new faces and professionals in this industry.

**KARSE**

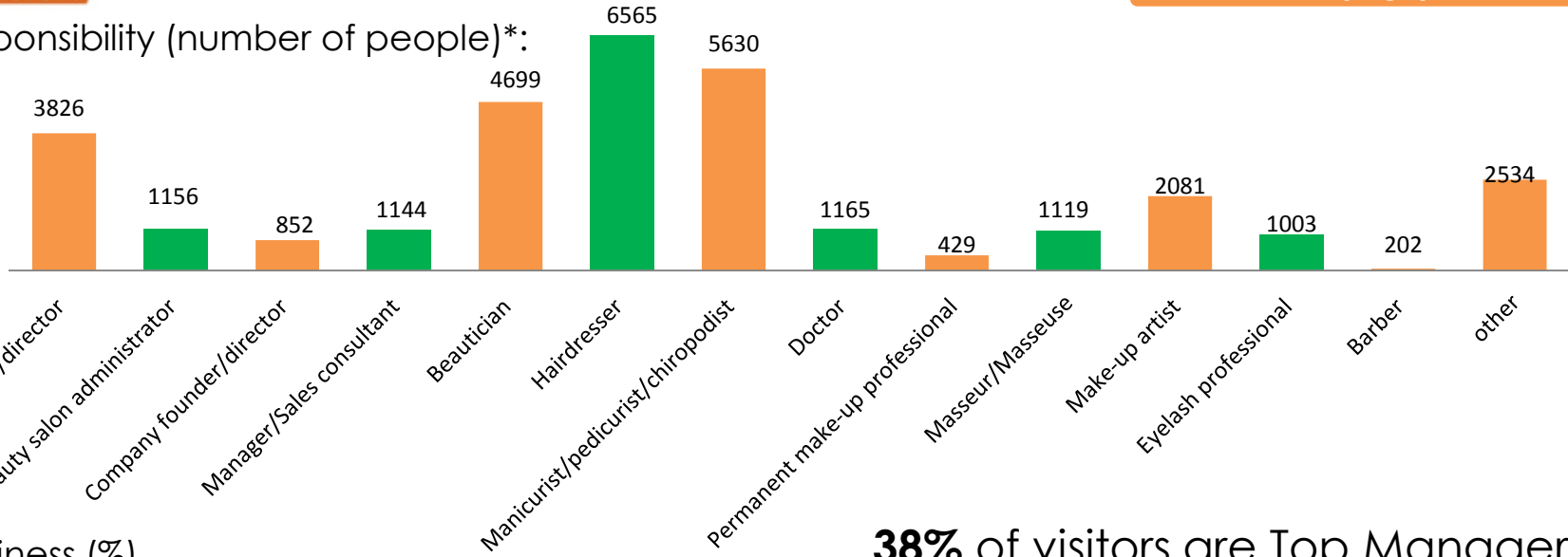


We chose InterCHARM-Ukraine to present our new line of products. We consider it the only exhibition in Ukraine to attract a high-quality audience.

**PANASONIC**



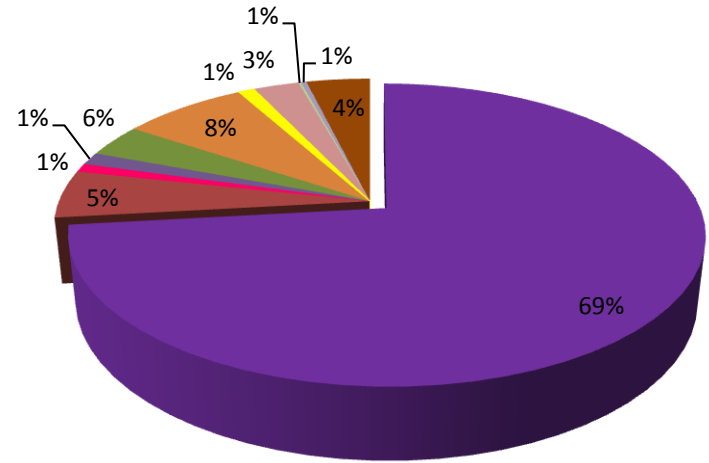
Level of responsibility (number of people)\*:



Area of business (%)

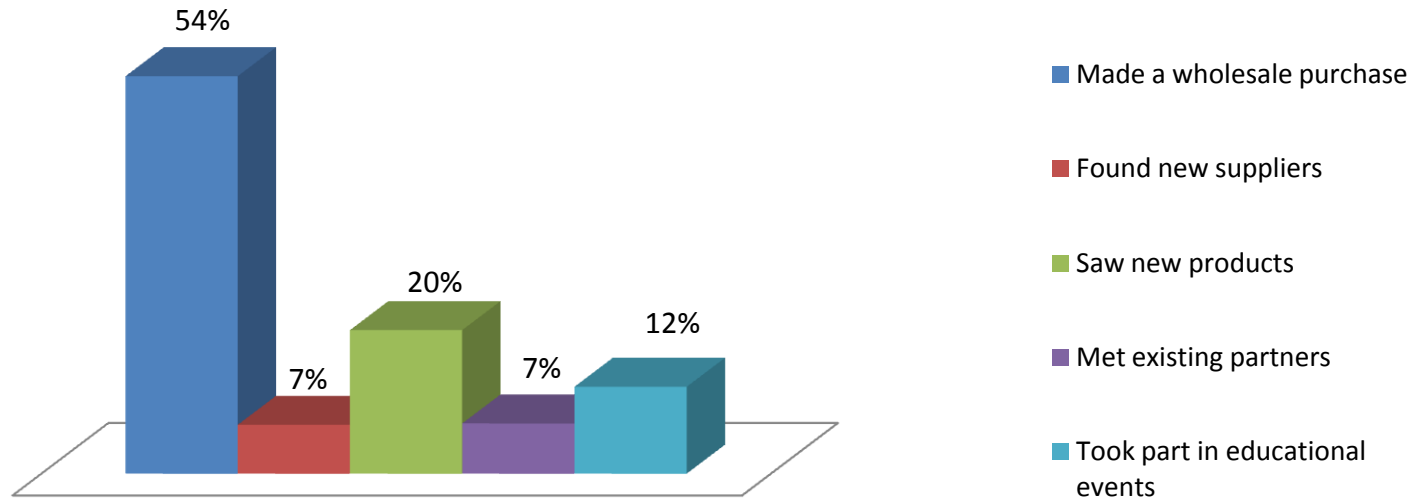
- Hairdressing and Beauty salons
- Clinic
- Spa/fitness centre
- Manufacturer and distributor of salon products
- Official distributor and Manufacturer of perfume and cosmetics
- Wholesale and Retail
- Pharmacy retail
- Manufacturer of raw materials, packaging
- Barber shop
- Tattoo salon
- Other

**38%** of visitors are Top Managers



\* 32,405 visitors completed the survey

Result of attending the exhibition\*



**95%** of visitors were completely satisfied with their visit to InterCHARM-Ukraine 2016

Geography of visitors

Foreign visitors: **468**  
 Number of countries: **47**



Croatia Sweden South Africa Latvia Saudi Arabia Slovakia



Azerbaijan Belarus Germany Hungary UK Iraq



Greece Georgia Israel Iceland Italy Slovenia



Kazakhstan Canada Cyprus Costa Rica South Korea Pakistan



Lithuania Moldova Monaco Netherlands Austria Iran



Poland Russia USA Turkey Belgium Jordan



Spain Portugal Finland



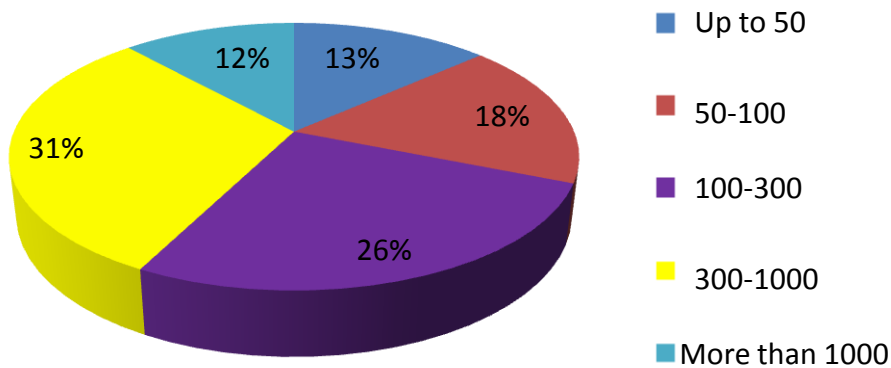
UAE France Czech Republic Australia Bulgaria Denmark



Ireland China Serbia

**91%** of companies intend to take part in InterCHARM Ukraine 2017 again

**Number of professionals who visited exhibitors' stands**



**95%** of companies would recommend participating in InterCHARM Ukraine to other companies



*inter*CHARM  
**UKRAINE 2017**  
I T E B e a u t y E v e n t

**20-22**

**September**

**2017**

**IEC, Kyiv, Ukraine**

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Professionally about  
**beauty**

