



*inter*CHARM UKRAINE 2015

XIV International
perfumery &
cosmetics exhibition

I T E B E A U T Y E V E N T

16-18 SEPTEMBER
INTERNATIONAL EXHIBITION CENTER
Kyiv, Ukraine

Post Show Report

General partner

princess[®]

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Statistics

Number of participants – 420

First time exhibiting - 94

Participating countries - 9

Number of presented brands–1350

Number of individual visitors –
40 066

Number of visits – 52 312

Affiliated events – 23



Gold Medal InterCHARM-Ukraine



5 companies were awarded with Gold Medals of 2015 exhibition:

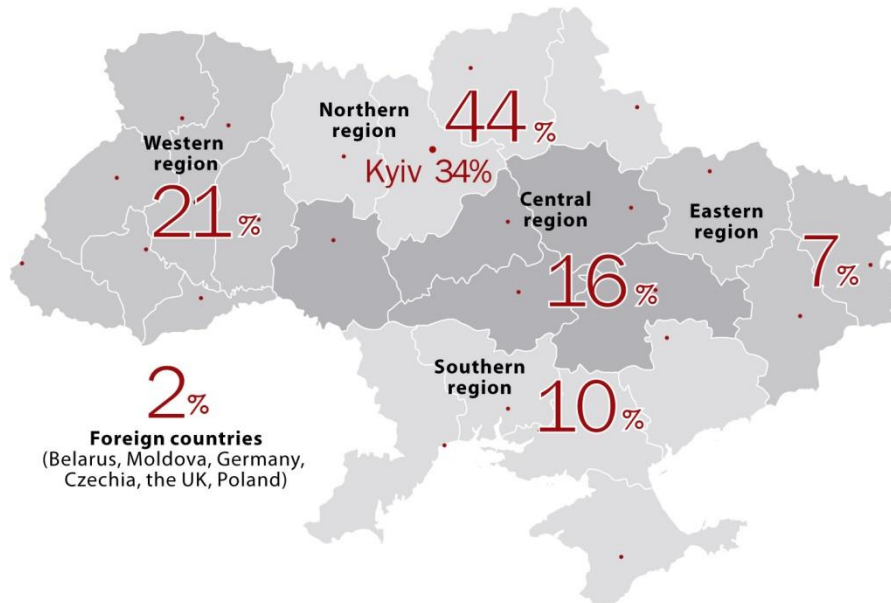
- “Aroma Parfum”** company was awarded in nomination “For Dynamic Development of Perfumery Industry in Ukraine and Creating a Positive Image of a Ukrainian Producer in International Level”.
- “IRIS” company** was awarded “For Intense Educational Activity, Popularization and Support of Hairdressing in Ukraine”.
- DMK Ukraine company** was awarded in nomination “For Reliable Partnership and Professional Development of Cosmetologists and Aestheticians”.
- “Kodi Company” Ltd.**, specialized in manicure art business, received the award “For High Professionalism of the Team in the Development of the Brand in Ukraine and in the World”.
- “Biokon” company** was prized “For the Expert Approach in Production of High-quality Ukrainian Cosmetics and Significant Contribution to National Producer’s Image”.

Novelties

- **Beauty-coupon** – a discount service was launched for the first time at InterCHARM (after its testing at Estet Beauty Expo 2015)
- Open working ground “**Laboratory of Hair Design Ideas “Fusion Hair»**
- Charity project “**Education for Life**” in cooperation with Intercoiffure Ukraine. “Education for life” is a program aimed at fund rising for teaching hairdressing gifted children, who appeared to be in difficult circumstances.
- For the first time **the Open Championship in Permanent Art** was held.
- For the first time **All-Ukrainian Championship in Hardware Pedicure** was held.
- Flash mob “**I’m Going to InterCHARM Ukraine 2015! You Are also Welcome**” was organized.
- **A record number of foreign visitors for the past 5 years.**

Buyers program

During 3 days of the exhibition, it was attended by 374 buyers from 202 enterprises from all regions of Ukraine & abroad

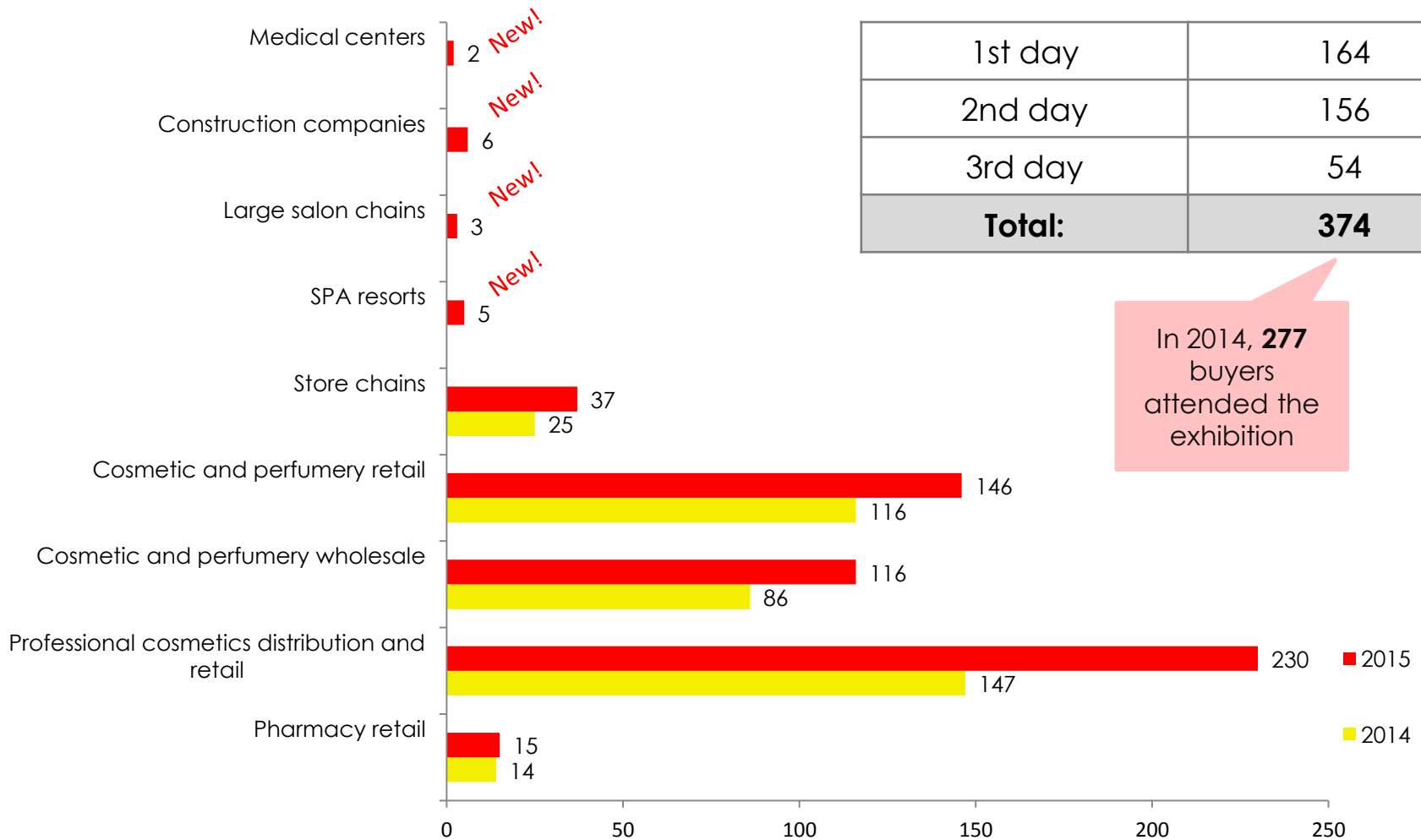


Representatives of the following entities had registered in Buyers program:

- **Specialized perfumery & cosmetics shops:** Elit Parfum (Vinnytsya), Naomi Studio (Chernigiv), Watsons (Kyiv), LOTOS (Zaporizhzhya), Palitra (Dnipropetrovsk), Real (Lugansk), Svit Parfumiv (Cherkasy), Charm (Cherkasy).
- **Super- and hypermarket chains:** ATB (Dnipropetrovsk), Auchan (Kyiv), Argon NPP (Vinnytsya), Barva (Uzhgorod), Klas (Kharkiv), MegaMarket (Kyiv), Silpo (Kyiv), Furshet (Kyiv).
- **Pharmacy chains:** Vashe Zdorovya (Kyiv), Apteka24 (Dnipropetrovsk), Eximed (Kyiv).
- **Regional distribution:** Imperia Holding (Kyiv), Bank Cosmetiks (Cherkasy), Veselka-L (Lviv), SDS (Donetsk), Tema-Stanislav (Ivano-Frankivsk).
- **Moldova, Belarus.**

Buyers program

Specialization of buyers (no. of people)



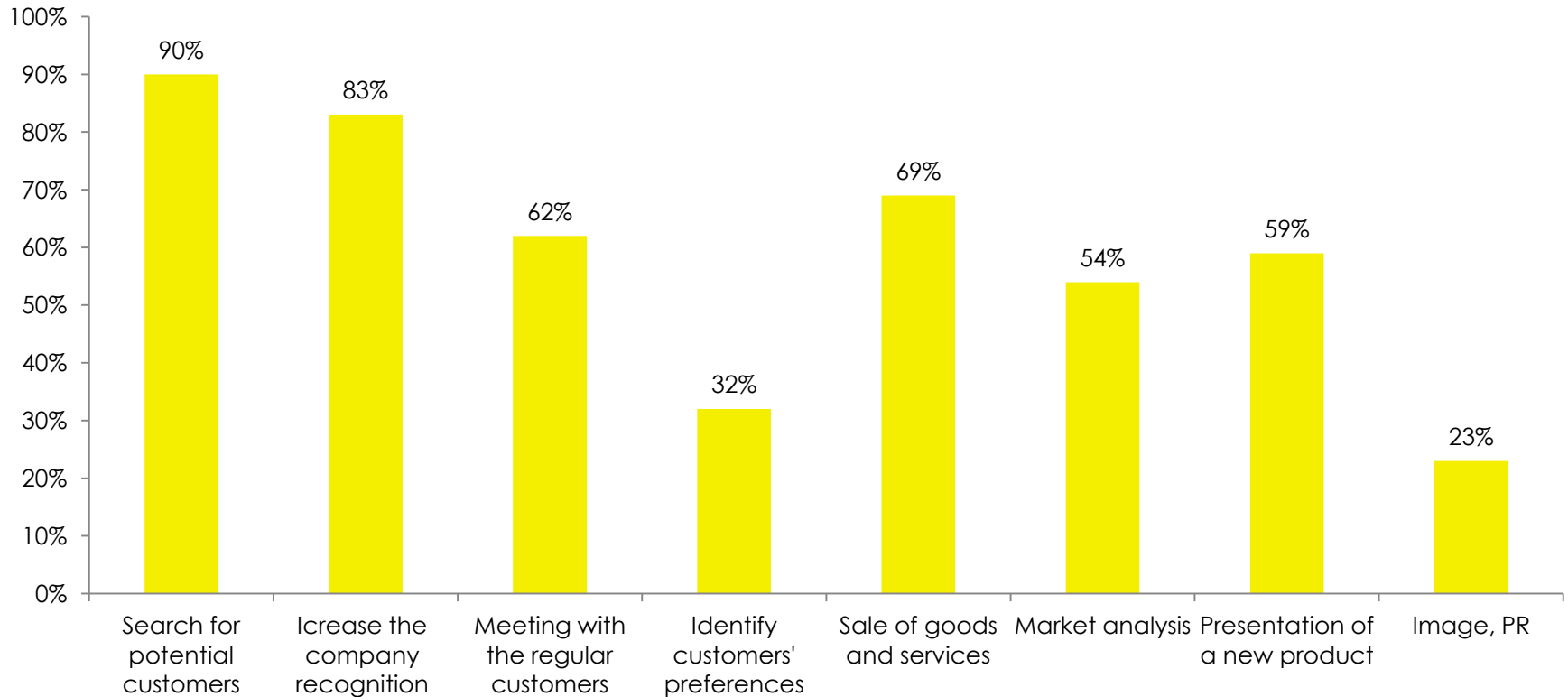
Registration of buyers by days (no. of people)

1st day	164
2nd day	156
3rd day	54
Total:	374

In 2014, **277** buyers attended the exhibition

Participants' feedback

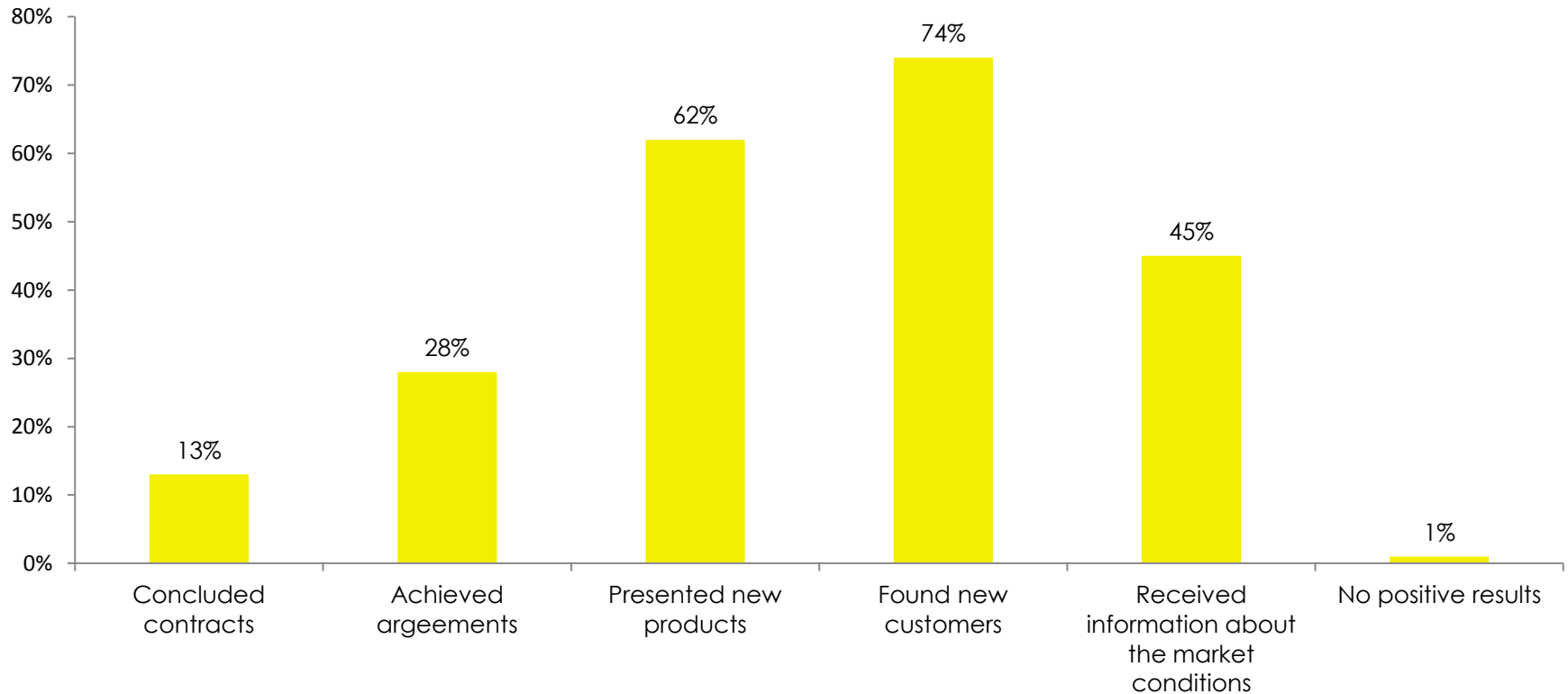
Goals of participation



96% of companies are fully satisfied with their participation in InterCHARM-Ukraine 2015 exhibition

Participants' feedback

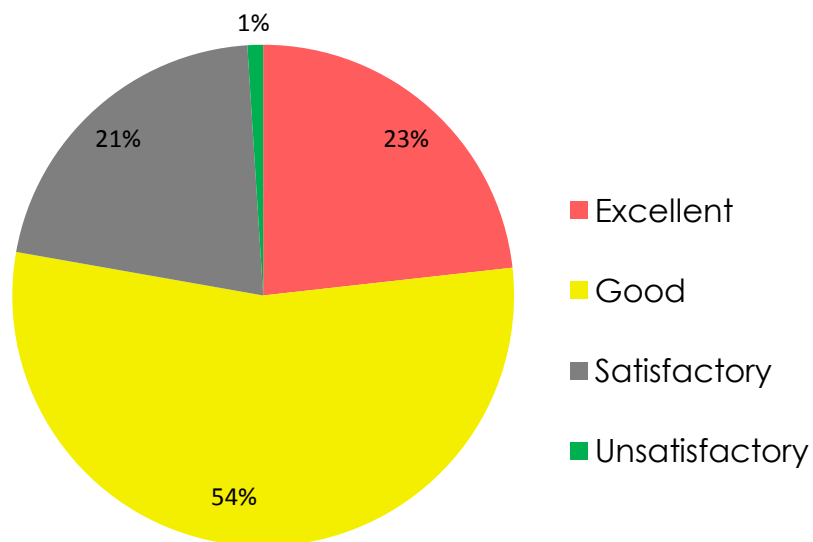
Participation outcome



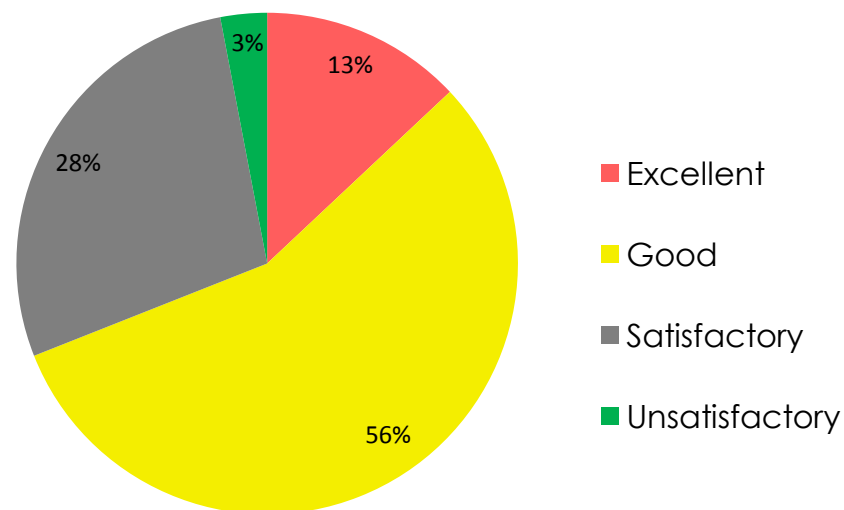
74% of exhibitors will recommend other companies to participate in InterCHARM-Ukraine

Participants' feedback

Evaluation of visitors' quantity



Evaluation of visitors' quality



94% of exhibitors consider InterCHARM-Ukraine to be an important event in their business development

Participants' testimonials

It is our first participation at InterCHARM Ukraine, but it is not the first time we are participating at an international exhibition. For sure I can say that InterCHARM Ukraine 2015 is one of the best exhibitions. The success of the InterCHARM Ukraine exhibition challenges the common opinion that modern exhibitions no longer represent an effective marketing tool. The amount of visits we had at our booth exceeded our expectations. We are happy that we participated because we achieved an actual result – we found a Ukrainian partner.”

Vitali Kalyuk

Melissa Organic, Brand Manager, Lithuania

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ITE BEAUTY EVENT



«This year we are really satisfied with the exhibition, as in the previous year unfortunately we did not participate. Obviously the market “awoke” a little: more people and enthusiasm appeared. We have received a sufficient number of good reviews, met a lot of interesting people, in consequence of which we managed to get useful contacts, acquaintances, potential purchasers. Generally we are satisfied with the result of the event».

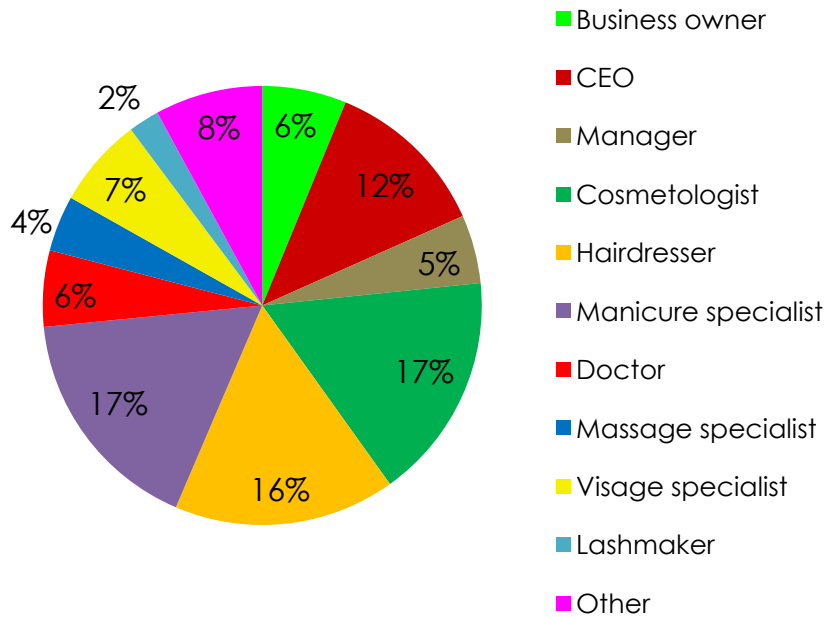
Ecolife

98% of companies plan to participate in InterCHARM-Ukraine in 2016

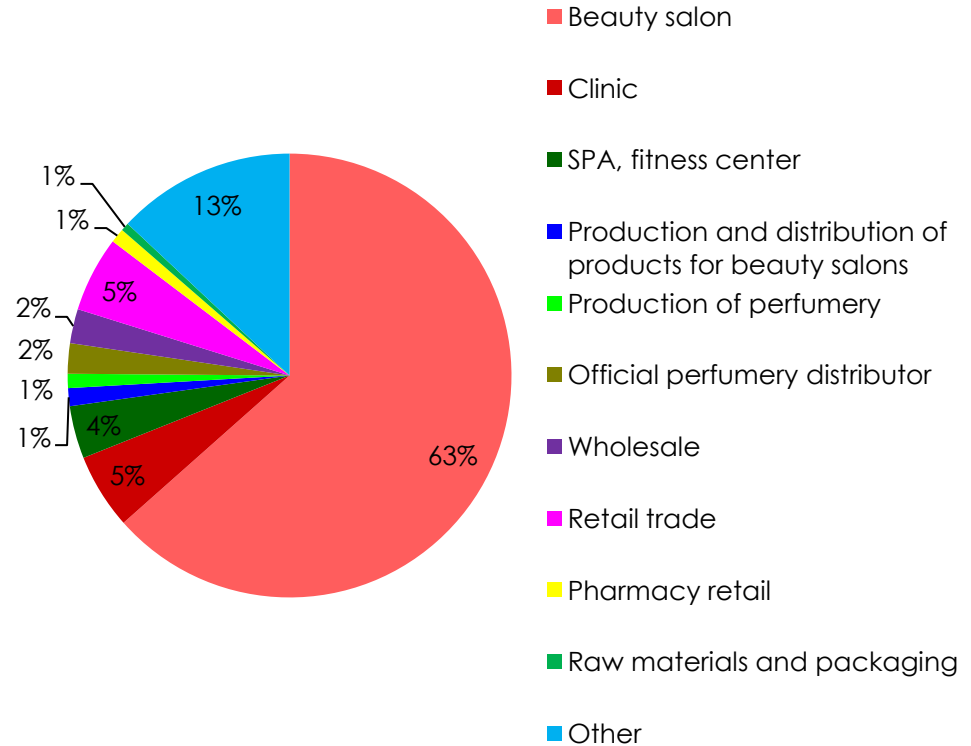
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Visitors

Visitors' occupation



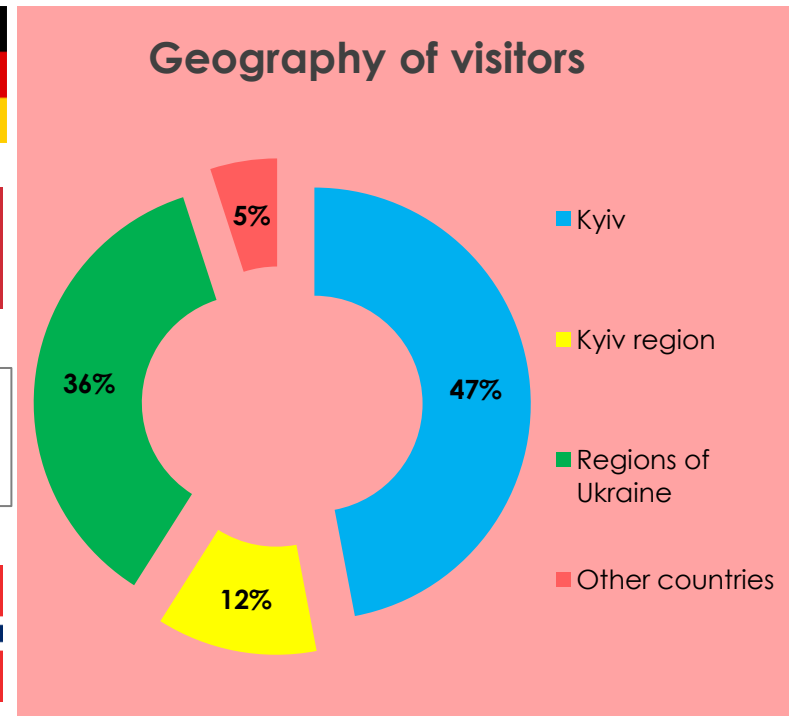
Visitors' profile



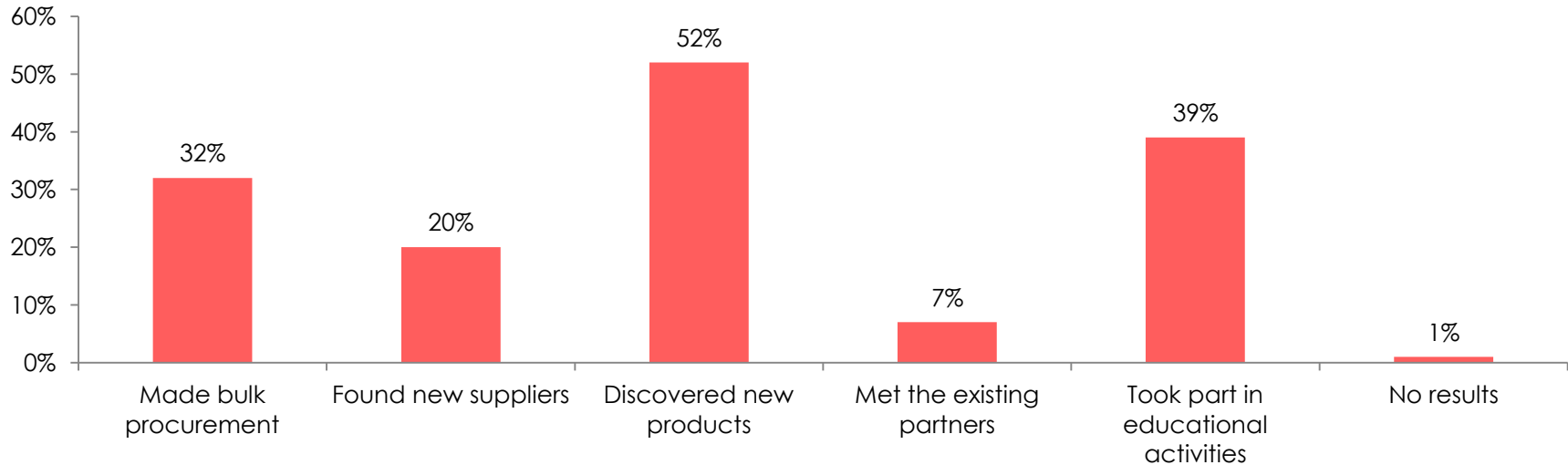
99,7 % of visitors plan to attend the exhibition next year

Visitors

The exhibition InterCHARM-Ukraine was attended by professionals from all regions of Ukraine and 30 countries of the world



Visitors



99% are fully satisfied with their attending of InterCHARM-Ukraine 2015



90% of visitors plan to purchase from the companies they achieved agreements with after the exhibition

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UKRAINE 2016
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SEE YOU NEXT YEAR!

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