

*inter*CHARM **UKRAINE 2017**

ITE Beauty Event

XVI International Exhibition of Beauty Industry

20-22

September

2017

POST SHOW REPORT

General Partner:

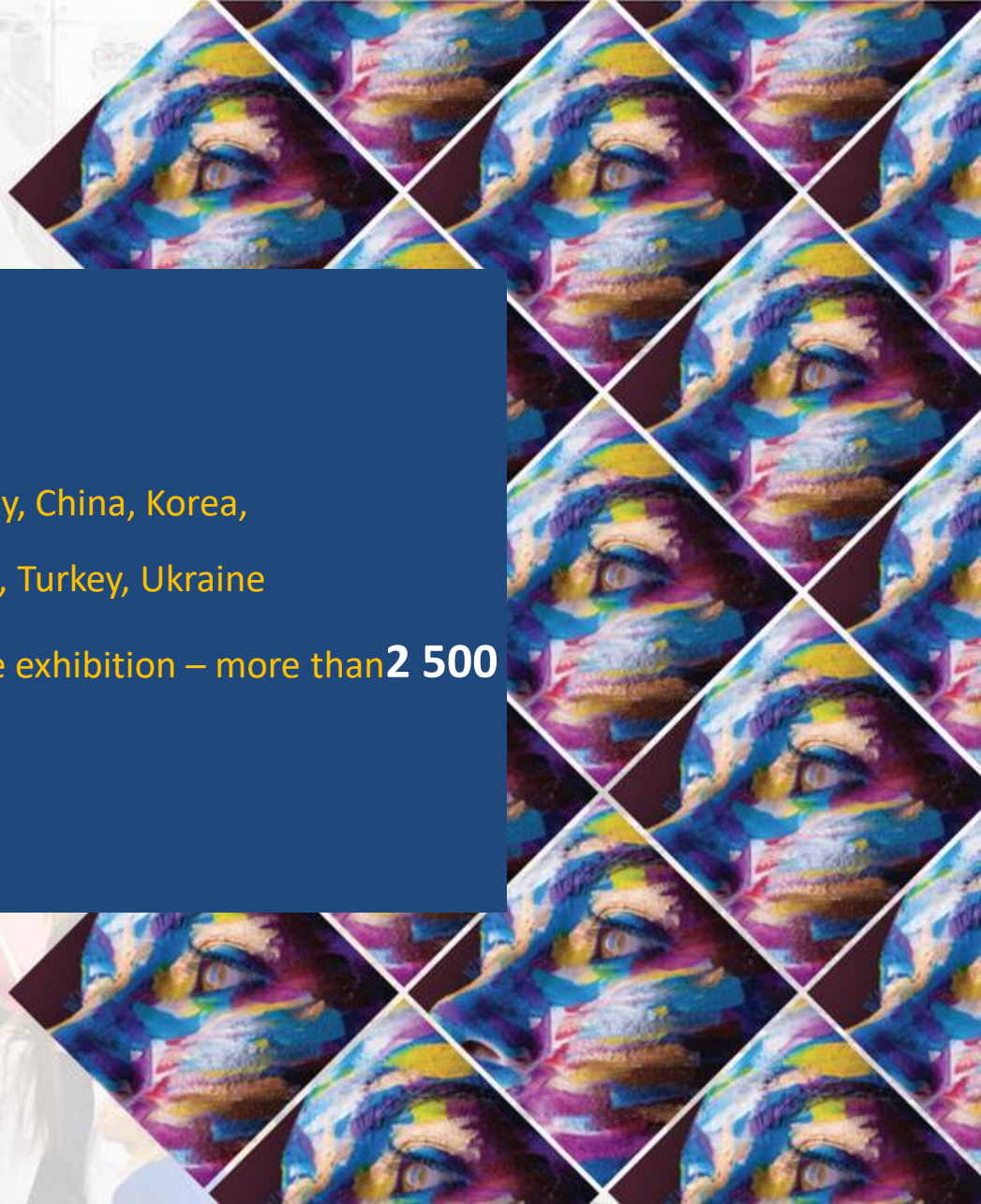
DMK

Danné Montague-King®

Organisers:

PREMIER EXPO  **ITE** GROUP





The total exposition area is - **28 000** m²



Number of participants - **574**



13 countries: Hungary, Israel, Iraq, Italy, China, Korea,
Latvia, Lithuania, Poland, Russia, the USA, Turkey, Ukraine



The number of brands represented at the exhibition – more than **2 500**



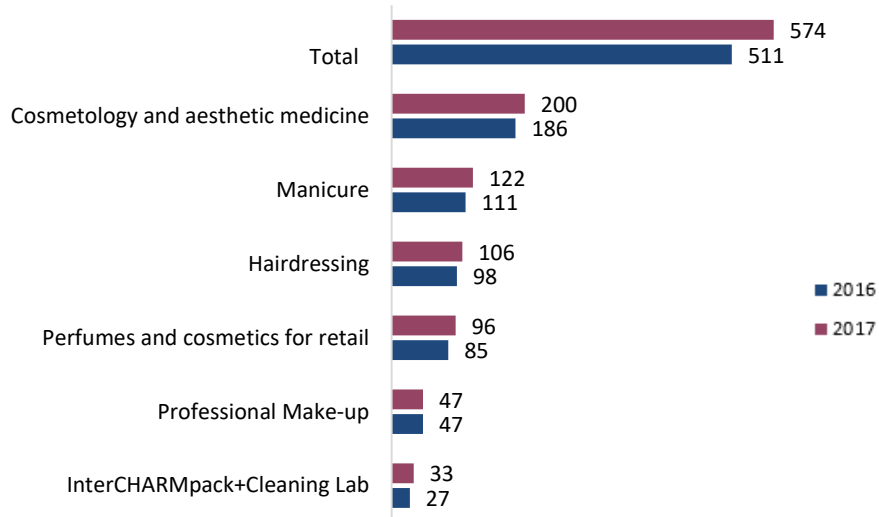
Number of producers - **100**



Number of visitors - **40 889**

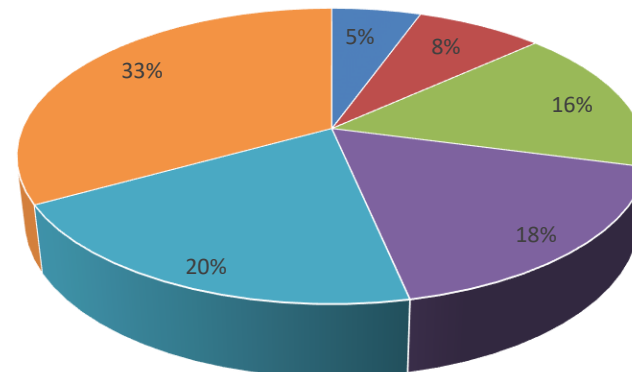


Breakdown of exhibitors by sectors :



Structure of exhibitors by directions:

- InterCHARMpack+Cleaning Lab
- Professional Make-up
- Perfumes and cosmetics for retail
- Hairdressing
- Manicure
- Cosmetology and aesthetic medicine



New at the exhibition

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Parade of Nail Art Aesthetics

Leading specialists of more than 20 nail service schools shared their knowledge and trends with everyone and invited their graduates to the exhibition



Lounge Areas

For visitors there were equipped comfortable lounge areas where everyone could recharge the phone and relax, which was positively noted by the visitors



Project Salon Furniture

Project allowed visitors to learn more about presented furniture at the exhibition

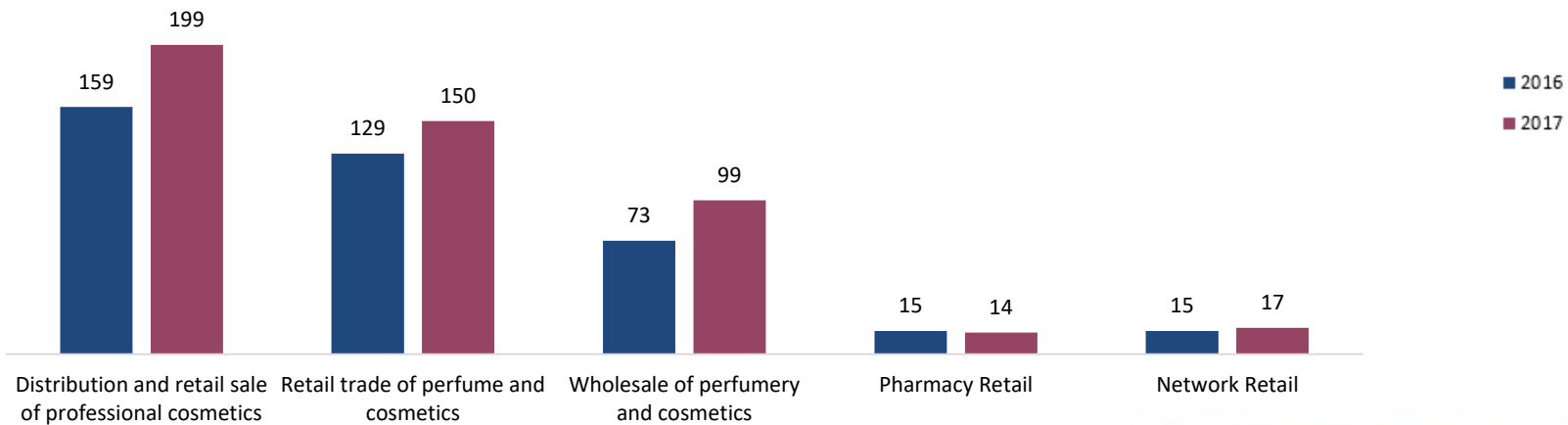


Stella Beauty Awards

For the first time this year, the exhibition hosted the STELLA INTERNATIONAL BEAUTY AWARD ceremony, at which the best masters of the beauty industry, capable of providing the level and quality of service in accordance with world standards, were awarded.



Buyers' field of activity (in number of companies)



Meetings – 225 agreed meetings, 193 of which were organized independently through MatchMaking



International Buyer Program

- 655 buyers from 332 companies took part in the program
- 4% of buyers were foreign from Romania, Czech Republic, Moldova, Belarus, Austria, Georgia, South Korea and Israel
- 225 meetings were held in Buyer Café

Testimonials:

I would like to express our gratitude to the organizers of the fair and buyer program particularly.

We found large number of companies with raw materials and packaging for cosmetics and perfumes!

Hopefully we will see even more new companies from France, Germany and the US next year.

Buyer Alisa from FOP Belova

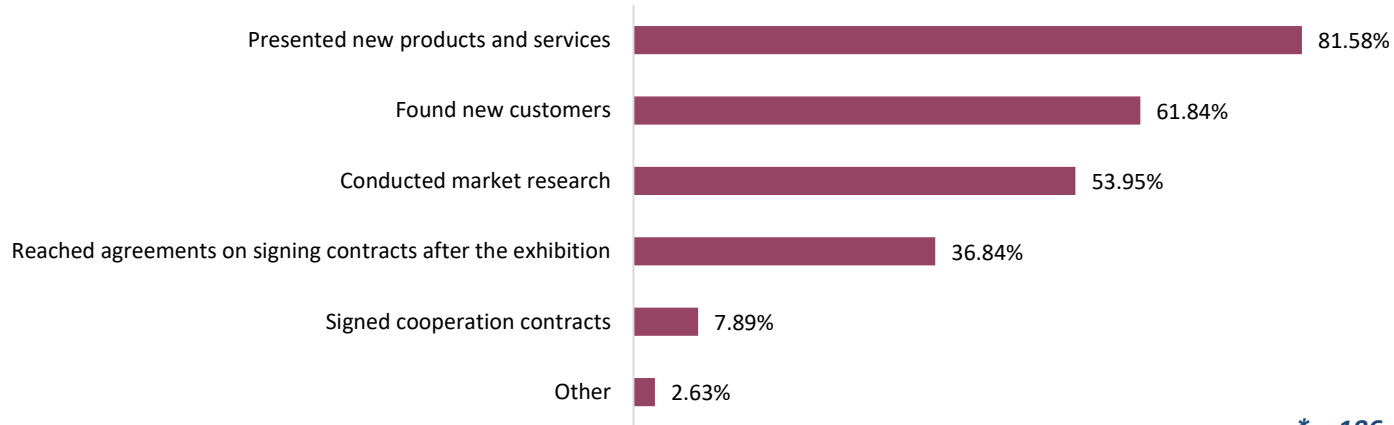
Organizers did a wonderful job. This is the best edition of InterCHARM Ukraine.

Although, I am expecting more producers from Europe next year.

Buyer Ruslan from BELLEZA



Results of exhibiting*



* – 186 companies responded to this question

Purpose of participation *

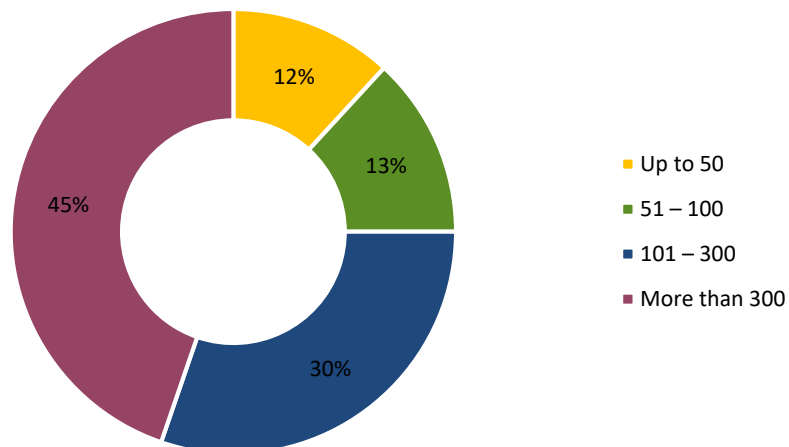


* – 197 companies responded to this question

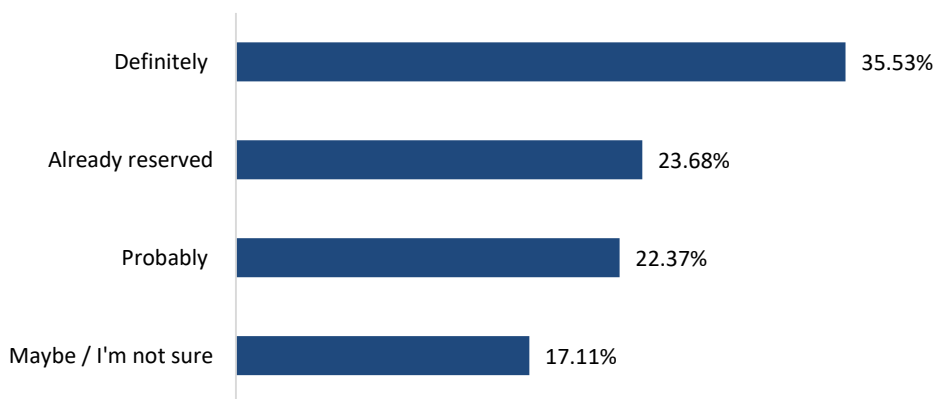


Exhibitors

Number of professionals attending the stand



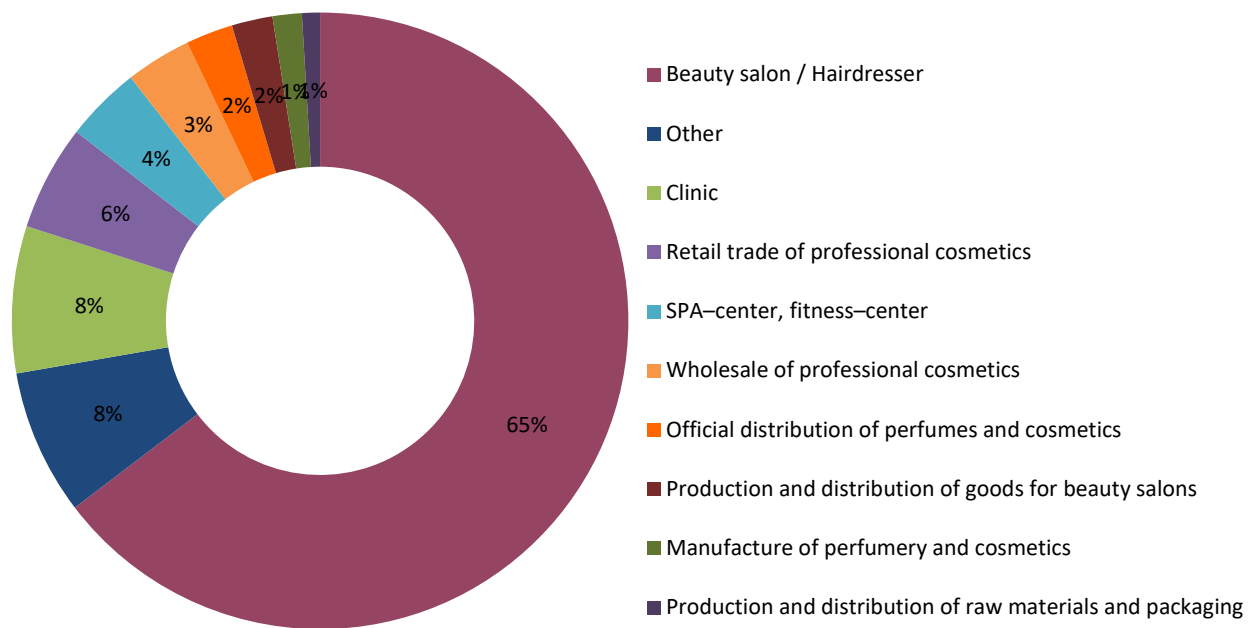
What is the probability that you will become an exhibitor of InterCHARM next year?



93% of companies consider InterCHARM–Ukraine an important event in the development of their business

92% of companies will recommend InterCHARM–Ukraine exhibition to other companies for participation

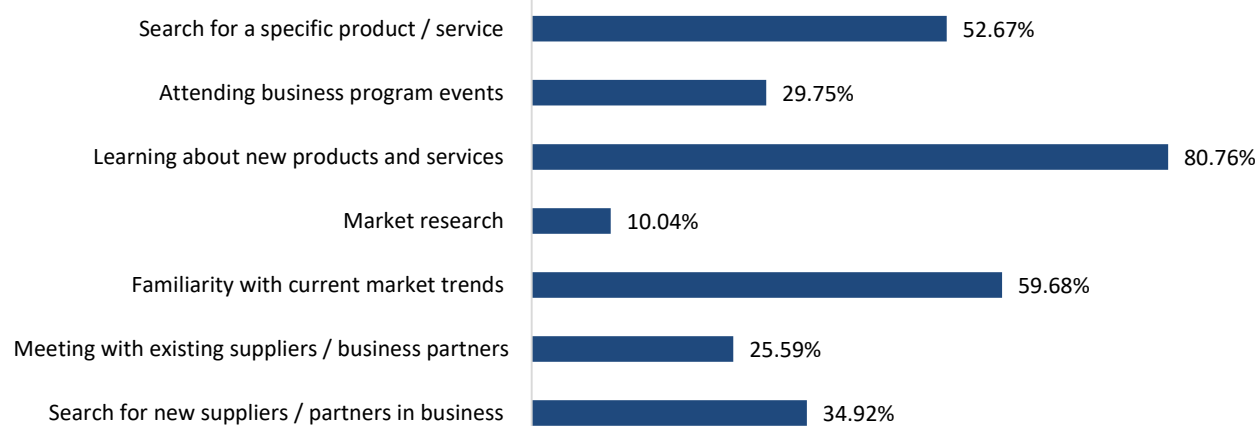
Activity profile *



* – 28 592 people answered this question

Visitors of the exhibition

Purpose of visiting*

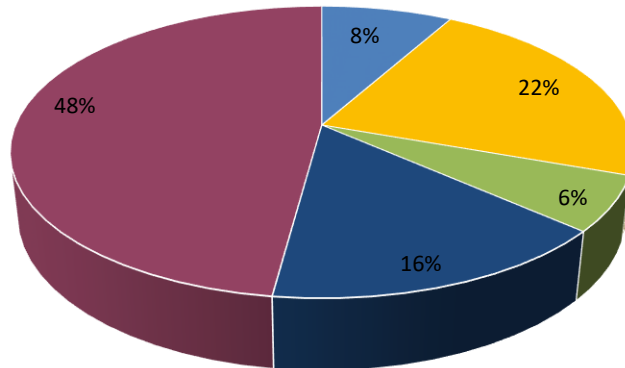


* - 1684 people answered this question



Visitors of the exhibition

Results of visiting*



- Found new suppliers
- Saw new products
- Met with existing partners
- Took part in training events
- Made a wholesale purchase

** – 1684 people answered this question*





The exhibition was attended by specialists from 47 countries



Visitors of the exhibition



93% of visitors will recommend their colleagues attending InterCHARM–Ukraine



87% of visitors are completely satisfied with the results of the visiting the exhibition



95% of visitors plan to visit the InterCHARM–Ukraine 2018

XVII International Exhibition of Beauty Industry

interCHARM UKRAINE 2018

ITE Beauty Event



18–20 September

IEC · Kyiv · Ukraine

PREMIER



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See you in 2018!

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