



CENTRAL ASIA

BEAUTY EXPO

## POST SHOW

**II International Exhibition of the  
Beauty Industry, Natural Cosmetics,  
Cosmetology and Household Cleaning Products**

**ALMATY | KAZAKHSTAN**



[www.cabeauty.kz](http://www.cabeauty.kz)



[beautyexpo\\_kz](https://www.instagram.com/beautyexpo_kz)



[beautyexpo.kz](https://www.facebook.com/beautyexpo.kz)

# EXHIBITION STATISTICS

**Number of exhibitors**  
150

**Number of countries**  
19

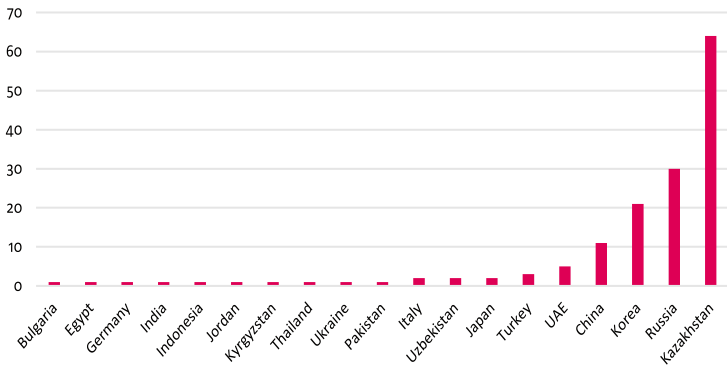
**Total number of Visitors**  
8 300

The exhibition area was 3500 sq.m. The coverage of the advertising company in 2019 amounted to more than 1.5 million people of the target audience. For the first time, collective expositions of Korea, China and Russia were presented at the exhibition.

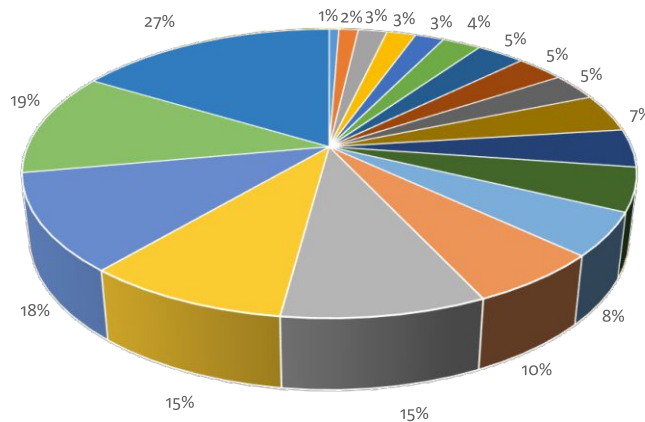


## EXHIBITORS

Exhibitors by country



Exhibitors by product groups



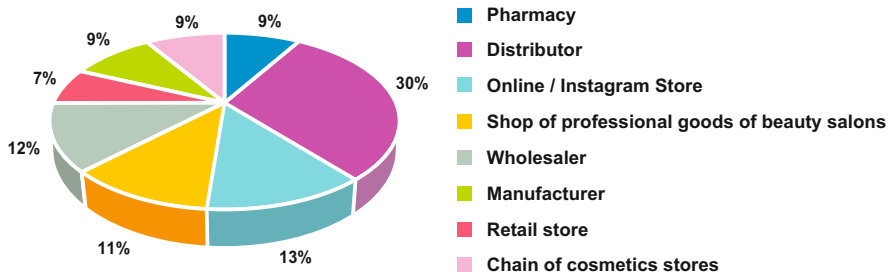
- Packaging
- Clothes for professionals
- Baby cosmetics
- Specialized training centers, schools
- Men's cosmetics
- Depilatories & waxes
- Lash & brow
- Cleaning and detergents, household cleaning products
- Pharmaceuticals, cosmeceuticals, dietary supplements, pharmacy products
- Perfumes and deodorants
- Equipment, tools and supplies for beauty salons
- Personal hygiene products
- Hardware and aesthetic cosmetology



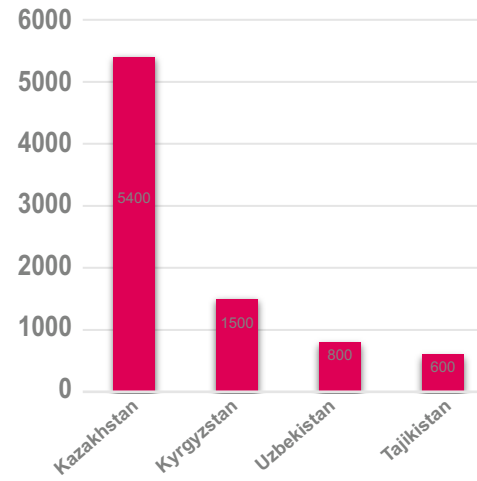
# VISITORS

The exhibition was visited by 8300 specialists and trading companies in the field of beauty, cosmetics, cosmetology, household chemicals and a healthy lifestyle

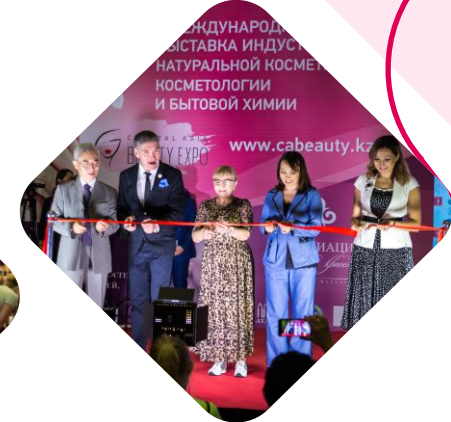
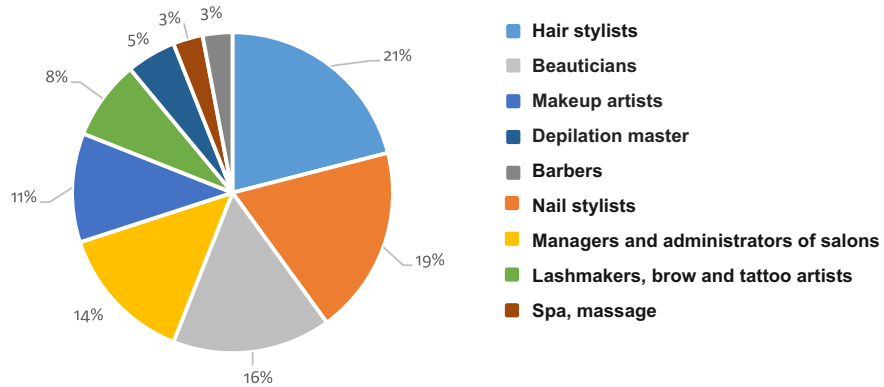
Trade companies – visitors by category



Visitors by country



Professional visitors by category



## PROGRAMS FOR BEAUTY INDUSTRY PROFESSIONALS

- ◆ Program for Owners and Administrators of salon business  
The program was attended by 48 leaders from Almaty, Taldykurgan, Aktobe, Uralsk and Bishkek (Kyrgyzstan)  
**Topic:** Marketing instruments 2020: how to be one step ahead of your competitors
- ◆ The program for cosmetologists, where took part 33 cosmetologists from Almaty, Karaganda, Shymkent, Kyzylorda and Bishkek (Kyrgyzstan)
- ◆ Program for Heads of salon business and all entrepreneurs.  
42 specialists took part from Almaty, Karaganda, Shymkent and Bishkek (Kyrgyzstan)  
**Topic:** Increasing profits through ecological NLP in the beauty industry







- ◆ Beauty Talk with top speakers of Russia and Kazakhstan for actual topics in beauty and cosmetics industry
- ◆ Master classes for specialists of the beauty industry on the PODIUM:
  - 6 workshops for Hair stylists
  - 4 master classes for Nail stylists and podologists
  - 3 workshops for makeup, lash & brow artists.
  - 2 master classes for depilation & shugaring
  - 1 master class for barbers



- ◆ II Open championship of the Republic of Kazakhstan of hairdresser's arts, nail aesthetics, makeup, body art, eyebrow modeling, eyelash extension and epilation.  
440 masters took part in the championship.



# ADVERTISING CAMPAIGN OF EXHIBITION

- ◆ Mailing to 25,000 addresses. Frequency: every 2 week
- ◆ SMS to 40,000 contacts (3-4 times)
- ◆ Whatsapp newsletters to 40,000 contacts. Frequency: every 2 week
- ◆ Telemarketing: calling and inviting customers - 40 000 contacts
- ◆ Bypassing with invitations and census of all major cities of Kazakhstan, Kyrgyzstan (Bishkek and Osh) and Uzbekistan (Tashkent)
- ◆ SMM page promotion in  beautyexpo\_kz  cbealmaty
- ◆ Outdoor advertising: billboards, banners in wholesale markets of cosmetics
- ◆ Invitation of heads of industrial associations, representatives of Embassies and Chamber of commerce
- ◆ Visiting foreign exhibitions: Cosmoprof Asia (Hong kong), BWME (Dubai), Cosmoprof Bologna, Intercharm (Moscow), Beauty exhibitions in Istanbul.
- ◆ Placement of free tickets at  
- ◆ Advertising in the MEDIA:

## CONTEXT ADVERTISING



## RADIO ADVERTISEMENT



ORGANIZER:

