



# INTERNATIONAL manufacturers & distributors FORUM 2015

Professional Beauty ExCeL London: 22 & 23 February 2015

## Strategic direction for the global beauty industry

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# INTERNATIONAL manufacturers & distributors FORUM 2015

Professional Beauty ExCeL London: 22 & 23 February 2015

## Strategic direction for the global beauty industry

The IMF is back, making a triumphant return to Professional Beauty London 2015 on 22 - 23 February. After a hugely successful show in 2014, this global gathering is key for manufacturers, brand owners and distributors to come together and discuss the challenges facing their businesses, as well as building bridges with others from around the world.

### Conquer the challenges together

The aim of this conference, is to unite the tensions between manufacturers and distributors. It allows the chance to discuss solutions out in the open, with the challenges they face. Attending the conference allows you to generate unique networking and business opportunities. See opposite for the full 2015 programme.

As a delegate you will hear the world's leading players share their invaluable experiences. You will walk away from the conference having made valuable business contacts from all around the world, as well as learn from the experiences of others.

### Network with the best

With delegates from Europe, Asia and America this is an intimate forum where presentations are kept to a minimum, allowing you maximum time for discussion and networking.

### As a delegate you will

- Build new partnerships and relationships
- Network with leading manufacturers and distributors from around the world
- Identify new markets and revenue opportunities
- Learn and take home practical ideas to immediately improve your business

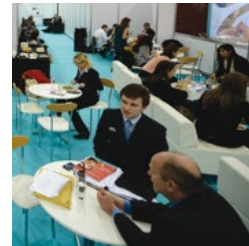
### Who should attend

- Brand owners & manufacturers
- National distributors
- Major wholesale groups
- Contract manufacturers



"It's about time. We need to get together and discuss the issues in a positive manner."

Sean Harrington, Elemis



### Delegate rates:

One Day: £125 +VAT

Two Days: £195 +VAT

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# AGENDA

## Sunday 22 February 2015

09.15 Registration & morning coffee

### 10.00 The brand owner and distributor relationship

- **Keys:** Creating relationships based on trust - interesting experiences from manufacturers & distributors

### 10.40 Building your business

- How owners of distribution companies have built their businesses and what tips they have for those starting today
- Brand owners share their experiences of building their brands both at home and overseas

### 11.20 Best Options for Brand Owners: Best Options for Distributors

- **Getting it right:** Exclusive distributors or multi-brand distributors?
- Brand owner financial contribution v distributor freedom of action

### 12.10 The multinationals are coming

- Reasons Coty, L'Oreal & Unilever are to enter the market
- What multinationals are looking for: Achieve fair value when selling
- Experiences when your brand owner is taken over by a multinational

12.30 Networking lunch & exhibition viewing

### 14.40 Breaking into Retail

- Department stores, perfumeries, pharmacies & large retailers

### 15.30 Hot markets: The Middle East

- Challenges & Opportunities. Reports from leading distributors and brand owners operating in the region

### 16.30 Hot markets: Poland

- Challenges & Opportunities. Reports from leading distributors and brand owners operating in the region

17.30 Coffee & close

## Monday 23 February 2015

09.00 Registration & morning coffee

### 10.00 Manufacturing yourself

- Do you use a contract manufacturer or start your own facilities
- When do you switch
- Validating the right plant for your products (capabilities, GMP's, etc)

### 11.00 Innovations & Trends

- "New" Ingredients
- What does the future hold and what practical changes can your company make to take advantage of changing buying patterns

### 11.50 E-Commerce

- **Keys** on how to cope with E-commerce
- How to counter the grey market
- Realistic options and costs of action
- Experiences from distributors and brand owners

12.40 Networking lunch & exhibition viewing

### 14.30 Hot markets: USA

- The latest North American trends
- How to penetrate this tough market: Joint venture, independent distributor or direct to the chains

### 15.20 Hot markets: India

- Challenges & Opportunities
- What really is the size of this market and will the new government make a difference
- Real market trends and prospects for overseas brands

### 16.10 Breaking into spas and hotels

- Tips from leading spa directors and major hotel operators on how best to sell to them
- Experiences of brand owners on how to grow your business in this sector

17.00 Coffee & close



## International Manufacturers & Distributors Forum speakers

*Sheila Curran, Thalgo Ireland, Ireland • Olivier Fatou, Algothem, France • Mickey Fenig, American International Industries, USA  
Jelena Gobulova, Laiks Mode, Lithuania • George Hammer, Urban Spa at Harrods, UK • Jon Hardwick, Grafton International, UK  
Sean Harrington, Elemis, UK • AK Hellerstein, Skinthal, Norway • Sanna Leino, Rhodos, Finland • Thierry Logre, Phyts, France  
Erwan Madec, Vichy Spa International, France • Mohammed Madi, Madi International, UAE • Alise Manders, INMA, The Netherlands  
Christian Mas, Sothys, France • Nicky Matthews, Sienna X, UK • Stig Odegaard, Solis, Norway • Ursula Patrzala, Thalgo Poland, Poland  
Anna Rakocinska, Polkospa, Poland • Danielle Rouault, Cinq Mondes, France • David Sarfati, Repechage, USA  
Michael Schummerl, Babor, Germany • Christian Stadelmann, Valmont, France • Cyrille Themes, Academie, France  
Duco Van Keimpema, Care Cosmetics, The Netherlands • Carla Veen, ILMO, The Netherlands • Lena White, OPI UK, UK  
Marian Willumsen, Willumsen, Norway*

"Good topics, you've  
done your research well"

Mickey Fenig, American International Industries

**INTERNATIONAL**  
**manufacturers**  
**& distributors**  
**FORUM 2015**

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# BOOKING FORM

Please complete and return this form by post, scan or email it. You can register online at [www.professionalbeauty.co.uk/IMFprogramme](http://www.professionalbeauty.co.uk/IMFprogramme)

### DELEGATE NAME 1:

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Day Delegate: Sunday  or Monday

Two-Day package:

### DELEGATE NAME 2:

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Day Delegate: Sunday  or Monday

Two-Day package:

### DELEGATE NAME 3:

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Day Delegate: Sunday  or Monday

Two-Day package:

### DELEGATE NAME 4:

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Day Delegate: Sunday  or Monday

Two-Day package:

To register additional delegates, please continue on a separate sheet. Please note: Speakers are still to be confirmed. The organisers reserve the right to change the content of this programme, without prior notice.

RETURN THIS FORM TO:  
International Manufacturers  
& Distributors Forum 2015

BY POST TO:  
Trades Exhibitions  
1.17 The Plaza  
535 Kings Road  
London SW10 0SZ

By email to:  
[info@professionalbeauty.co.uk](mailto:info@professionalbeauty.co.uk)

Once we have received your booking and payment:

- You will receive a confirmation letter and receipt
- Cancellations:** You can change the name of the booking(s) at any time without cost. To cancel, up to 1 February 2015, bookings are refundable less a 20% admin fee; after 1 February 2015, the full fee is liable.

### WAYS TO PAY

Two-Day Delegate Fee: £195 + VAT = £234.00

One-Day Delegate Fee: £125 + VAT = £150.00

- I enclose my cheque made payable to Trades Exhibitions Ltd for £ \_\_\_\_\_
- Please debit my credit/debit card the amount of: £ \_\_\_\_\_
- Register by telephone: 0207 351 0536
- Register by email. Scan and send this completed form to: [info@professionalbeauty.co.uk](mailto:info@professionalbeauty.co.uk)

Card type: Visa  Mastercard  Maestro  Delta

Card No:

Expiry Date:     Start Date:

Issue No (Maestro):

Security code (3 digits on the back of your card):

Cardholder's Name : \_\_\_\_\_

Cardholder's Address: (if different from Delegate 1) \_\_\_\_\_

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\_\_\_\_\_

Postcode: \_\_\_\_\_

I authorise the use of my credit/debit card for the above payment.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

If you have any questions or need assistance completing this form please call us during office hours at 0207 351 0536 or email: [info@professionalbeauty.co.uk](mailto:info@professionalbeauty.co.uk)

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