



"Interesting agenda and in fact a great level of relevant topics and international speakers"

Michael Schummert, Dr. BABOR

Strategic direction for the global beauty industry



INTERNATIONAL manufacturers & distributors FORUM 2013

24 & 25 FEBRUARY 2013 : LONDON EXCEL

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24 & 25 FEBRUARY 2013 : LONDON EXCEL



Professional Beauty is one of the largest events of its kind in Europe and in 2013 is hosting the IMF, a global forum for manufacturers and distributors to discuss challenges facing their businesses.

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

Mickey Fenig, American International Industries

Let's talk about the challenges

This conference will bring the inherent tensions between manufacturers and distributors out into the open. It will discuss solutions to the challenges we all face and generate unique networking and business opportunities. See opposite for the full programme.

As a delegate you will hear the world's leading players share their experience. You will learn from others' mistakes and make valuable contacts from around the world.

Network with the best

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



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

Who should attend

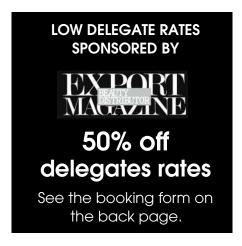
- Brand owners & manufacturers
- National distributors
- Major wholesale groups
- Contract manufacturers





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

Sean Harrington, Elemis





AGENDA

Sunday 24 February 2013

09.15 Registration & morning coffee

10.00 Distributors or direct?

- o When expanding overseas should brand owners set-up their own offices or trust a distributor
- Speed v control
- o Local knowledge v potential divergence of values

Speakers:

Michel Gras, Director, Thalgo, France

Sean Harrington, Managing Director, Elemis, UK

Jane Iredale, Founder and CEO,

Iredale Mineral Cosmetics, USA

10.50 Relationship between distributor and brand owner

- O What is the manufacturer looking for?
- o What realistic support can the distributor expect from the brand owner?
- o The art of gradual communication

Speakers:

Dean Nathanson, Managing Director,

CACI International, UK

Arnod Diaz, International Director, **Comfort Zone**, Italy Dario Amadeo, International Business Development Director, **Kubobeauty**, Italy

11.40 Choosing a good distributor

- o All the good ones are taken
- o The up-and-coming company
- o The big player with too many brands

Speakers:

Joaquin Serra, Senior Vice President, **Natura Bisse**, Spain Michael Schumert, Managing Director, **Dr Babor**, Germany

12.30 Networking lunch & exhibition viewing

14.30 Can distributors protect themselves?

- You've taken the brand, established it in your home market and then the brand owner wants to take it back – can you protect yourself?
- o Intellectual property, who owns what?

Speakers:

Jon Hardwick, Managing Director,

Grafton International, UK

Mary Elizabeth Bondu, International Development Director, **Hydrotherm and formerly Guinot**, France

15.20 Hot markets 1. Expanding into India

Speakers:

Lovina Gidwani, Founder and Creative Strategist of Spa Consultancy, **Spa Guide-N-Light**, India Ravi Mittal, Managing Director, **Ekta Cosmetics** (dist' of Skeyndor & Make-up Studio) India

16.20 Hot markets 2. Expanding into China

Speakers:

Joanna Zhang, President, **China Spa Association**, China Andrew Gibson, Group Director of Spa, **Mandarin Oriental Hotel Group**

Julie Foster, Brand Development Expert, China

17.20 Coffee & close

Monday 25 February 2013

09.00 Registration & morning coffee

10.00 Protecting your brand values when you expand overseas

Speakers:

Philippe Hennessy, President and CEO, **Pevonia**, USA Geraldine Howard, Co-Founder & President, **Aromatherapy Associates**, UK

Jeff Matthews, President and Chief Operating Officer, **Mandara Spa**

10.50 Exporting - what to look out for?

 From local regulations to quirky customs; horror stories to surprising successes

Speakers:

Tristan Lagard, International Development Director, **Phytomer**, France

Jean-François Mondin, Vice-President, **Guinot**, France Chris Dodge, Chairman, **ICD**, USA

Charly Velluet, Trade Development Adviser, French Trade Commission - **UBIFRANCE**

11.30 Breaking into new markets: Targeting the buyers 1

- o Targeting multiple retailers
- Targeting department stores

Speakers:

George Hammer, Chairman, **Urban Retreat @ Harrods**, UK Jacqui Wilsher Ellis, Head of Space Planning for Health & Beauty, **Debenhams**, UK Assa Goto, Buyer, **Sephora**, France

12.30 Networking lunch & exhibition viewing

14.30 Breaking into markets: Targeting the buyers 2

- o Duty free a quick route to international expansion?
- o Targeting the spas and hotel groups

Speakers:

Charlene Florian, VP Corporate and Creative Development, **Kerstin Florian**, USA

Ava Regal, Owner, Famous Brands, UK

15.20 Selling your business:

- o What the big guys need to make them buy your business
- o Can distribution companies ever get fair value
- Experiences of building a distribution business and a successful sale

Speakers:

Director from a multinational brand owner/manufacturer Judy Naake, Director, Caplin Naake & Founder of **St. Tropez**, UK

16.10 Hot markets 3. Expanding into Brazil

Speakers:

Gustavo Albanesi, President, **Brazilian Spa Associatio**n, Brazil

Marianne Brepohl, Sales & Marketing Director, **Spa Laphina**, Brazil

Brand owner, exporting into Brazil

17.00 Coffee & close







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BOOKING FORM

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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.

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WAYS TO PAY

One-Day Delegate Fee: £189 + VAT = £226.80 or €275 inc. VAT 50% discount when using code IM5003

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