



“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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INTERNATIONAL manufacturers & distributors FORUM 2013

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Strategic direction for the global beauty industry

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.

As a delegate you will

- 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

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AGENDA

Sunday 24 February 2013

09.15 Registration & morning coffee

10.00 Distributors or direct?

- When expanding overseas should brand owners set-up their own offices or trust a distributor
- Speed v control
- 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

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

Speakers:

*Dean Nathanson, Managing Director, **CACI International**, UK*
*Amod Diaz, International Director, **Comfort Zone**, Italy*
*Dario Amadeo, International Business Development Director, **Kubobeautey**, Italy*

11.40 Choosing a good distributor

- All the good ones are taken
- The up-and-coming company
- 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?
- 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

- 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

- Duty free – a quick route to international expansion?
- 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:

- What the big guys need to make them buy your business
- 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 Association**, Brazil*
*Marianne Brepohl, Sales & Marketing Director, **Spa Laphina**, Brazil*
Brand owner, exporting into Brazil

17.00 Coffee & close



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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

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One-Day Delegate Fee: £189 + VAT = £226.80 or €275 inc. VAT

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