

2011: In Cosmetics in Milan

A word with Cathy Laporte, Reed Exhibitions

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In Cosmetics is back in Milan from 29-31 March.

The last time Reed Exhibitions held in-cosmetics there was 2004: a long time ago. Are there specific reasons for this delay?

It's vital that *In Cosmetics* represents the personal care industry across the whole of Europe. A crucial element of that involves hosting shows in destinations where there is appetite for the event and where the cosmetics and toiletries industry is strong. Every year we conduct exhibitor and visitor surveys and it's on this feedback that we base decisions about where we host the shows. Aside from Italy and Spain, France and Germany are two of our key markets, so we need to have a presence there every three to four years. We're also trying to expand the geographical reach of the show, introducing Amsterdam as a new destination in 2008.

Which are your expectations for this, the 2011 edition?

2010 is remembered as the year *In Cosmetics* got its "mojo" back, following the economic challenges of 2009 and we want to build on this success. In terms of stand space, this year's edition is already the biggest show to date with more exhibitors than ever signing up to the show. We're delighted to be returning to Italy for our 21st show. The country has a growing SME personal care sector and we're really keen to engage with these companies for the first time and help them to grow.

Which are the most striking novelties of In Cosmetics 2011?

There are a number of new features for 2011. This year we'll be offering delegates a look at how scientific developments will affect cosmetic formulations being introduced onto the market in our Scientific Seminars, including one on "Nanotechnology and Biotechnology in Cosmetics" with speakers L'Oréal, Colipa and Mibelle A.G. Biochemistry, organised in partnership with *HPC Today*. After the success of our Innovation Zone, we've also decided to host Awards for the first time this year, which will celebrate the most innovative, unique ingredients from exhibitors. They should prove to be a real insight into the next big ingredients on the market. We've also created a new online community tool, CONNECT located on our website, to enable visitors and exhibitors to set up meetings ahead of the show, network and

generally get the most out of the three days! It's already proving a hit and we hope to replicate it for future shows.

What do you think about the Italian market? Is it a promising market?

The Italian cosmetics market is growing, with sales at the end of 2010 reaching €9.3bn after a rise of about 1.3 percent overall, benefiting from both the positive internal market and export-led growth. This is extremely promising. The beauty and personal care industry in Italy does continue to be dominated by multinational manufacturers such as L'Oréal Italiana, Unilever SpA, Beiersdorf SpA and Procter & Gamble, but there are more than 1000 manufacturers producing products and there is great potential for the industry to keep growing.

Milan is one of the major capitals of fashion worldwide. What's about the link fashion/cosmetics?

Fashion has always had a great influence on other industry sectors, be it interior design, food and drink or cosmetics. It affects the way we live and, as a result, the products we buy - so it is closely tied in to cosmetics. For example, there's a real desire to look and feel young at present, and this is reflected in the range of anti-ageing products on the market.

Cathy Laporte,
Reed Exhibitions



In Cosmetics has been constantly growing despite the troubles of the last years: what's the secret of your success?

There are a number of factors. We're the number one exhibition for the industry because we listen to what our exhibitors and visitors want and do our utmost to deliver this. Every year we address the most topical issues facing the industry as part of our educational programme and we're constantly looking to refresh our offer so that we don't become stale.

Our audience understands the value of being at *In Cosmetics* – so much so that many religiously attend every year. We're incredibly proud that we've grown, but we certainly haven't lost our focus – and I think that's why the industry keeps coming back!

How do you feel about the global market, are the dark times over?

The personal care industry has proved to be more resilient than others. Anti-ageing and sun-protection products, plus a greater use of natural ingredients have continued to thrive even in the downturn. There is speculation that sustainability/green chemistry could be the next growth platform for the industry and a big driver for recovery.

Do companies invest as before or has something changed in their behaviour? Have they become more selective in their investments in terms of communication?

On the contrary, we've seen many exhibitors invest more – with bigger stands and better promotion of their presence at the show. Many have very precise objectives in mind and the *In Cosmetics* team is always striving to guarantee the best return on investment. This year we'll be welcoming more than 70 new exhibitors who have chosen *In Cosmetics* as the platform to launch their new products, which just goes to show how important the show remains.

Sustainability is the in-focus 2011 theme: can you comment on that?

With over 50 percent of last year's visitors to *In Cosmetics* citing the "green issue" as their primary interest, this year we want to give an insight into the core principles of sustainable development in the industry as well as the very latest concepts in product sourcing, formulation, processing and packaging.

Our in-focus feature, sponsored by Beraca, will explore eight ground breaking sustainability projects, alongside a new sustainability gallery, promoting the industry's top initiatives. The feature will be supported by two round table discussions with leading brands including Aveda, Procter & Gamble and L'Oreal.

A message for the Italian readers?

Visitors and exhibitors to the 2004 show should be aware that *In Cosmetics* has evolved to include a really exciting educational programme, that has more than doubled in size over the last seven years. We now offer a wide range of presentations, workshops and features to enhance visitors' commercial, scientific and technical knowledge – with Regulatory, Scientific and Innovation Seminars taking place alongside Formulation Workshops and Marketing Trends Presentations.

We look forward to catching up with long-standing exhibitors and visitors to the show, but hope our presence in Italy will encourage lots of new companies to attend too!

What's the one key reason that people working within the personal care industry should attend In Cosmetics above any other competitor show?

In Cosmetics is the largest gathering of personal care professionals in Europe and provides the most cost-effective way to meet key players within the industry under one roof, discovering hundreds of new products in just three days. Why would you choose to go anywhere else?!



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