

# Beauty



December **14-15**, 2018

# Beauty EXPO

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EXPOCITY  
ALBANIA

The first edition of **Beauty Expo 2018**, dedicated to cosmetics, beauty products, hair products, nails, beauty salons, self-care, and spa, will take place at Exocity Albania on **December 14-15, 2018**.



## The objective:

This exhibition will focus on the potential of the sector including: cosmetics, hair products and services, beauty products, skincare and spa products in the Albanian and regional markets, as well as will raise awareness towards the use of certified products and quality.

This event, with exhibitors specializing in the aforementioned categories, but also including aesthetic, accessories and furnishings, will serve as a meeting point and a business platform for the main actors of the sector, whose challenge is the orientation of this industry towards a more controlled, professional standing, in line with latest trends and technological developments.



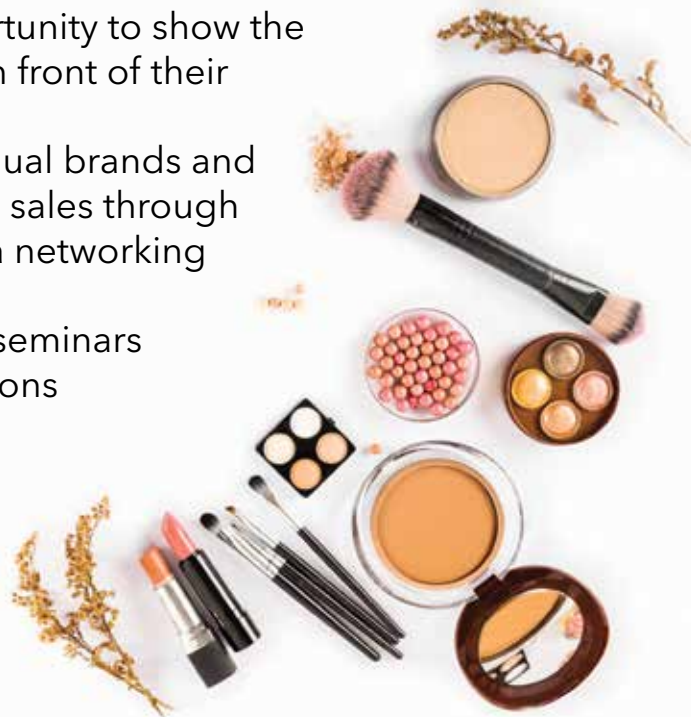


## Exhibitors:

This exhibition will gather all major distributors of: cosmetics, hair products, skincare products, perfumes; also, spa centers, aesthetic centers, body care services, private clinics, institutes, and resellers for the above-mentioned categories.

*The two days will be comprised of various activities such as: make-up classes, information and awareness seminars about the latest trends and sector innovations, special offers and discounts from exhibitors, and year end surprises.*

- Regional and international companies will have the opportunity to be introduced to new markets, while local actors who have been operating for years, will have an opportunity to show the brand attributes, qualities, and differences in front of their competitors;
- Opportunity to present and promote individual brands and new product/service launches and stimulate sales through end-of-year offers, special discounts, and via networking with key players;
- Participation in specialized discussions and seminars related to the latest industry trends, innovations and B2B meetings;
- Presentation of brand value and exclusive products via workshops, masterclasses etc.





## Visitors:

### Are invited to visit Beauty Expo 2018 all:

- Consumers
- Cosmetic Stores
- Buyers from the region
- Foreign brands (interested entering new markets, and/or interested in local/regional distributors)
- Other buyers interested in year-end gifts (companies, individuals)
- Investors etc.

To get information on recent trends in products and services;  
To benefit from special discounts and end-of-year offers on the products/services presented;  
To attend seminars, master classes or informative presentations offered by various beauty brand suppliers;

*We invite consumers, buyers, resellers, and all interested entities who want to partner with Albanian companies, to visit Beauty Expo 2018!*

*Beauty Expo 2018 may be a great place to find the right gift for your loved ones! Don't miss out!*

#### **For more information contact:**

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