

**7th Cosmetique News Forum
October 26-28, 2006
Crocus Expo exhibition center, pavilion 2, level 3, Red Hall**

October 26: Consumer

This session will be held together with the XI International Scientific Conference “Cosmetic Products and Raw Materials: Safety and Efficacy” (organizer: Perfumery and Cosmetic Association of Russia)

- **10.00–12.00 Registration of participants**
- **12.00–12.10 Welcome speech by Organizer**
- **12.10–12.30 Consumers psychotypes from the point of view of European image consulting in the attitude of perfumery and cosmetics brands**

Speaker: BPO Executive search & Consulting company (Russia), Julia Bevzenko, Partner;
First Impressions Russia company (Russia), Partner and Image Consultant, MBA in luxury brand management, ESSEC

Women

- **12.30–12.50 Evolution of the term cosmetics**

Speaker: Perfumery and Cosmetics Association of Russia (Russia), Tatyana Puchkova, Chairman of the Board;
Kompania Russkaya Kosmetika company (Russia), Director

- **12.50–13.10 Hair care trends: meeting consumers needs**

Speaker: Dow Corning company (Great Britain), Neal Whitfield, European Marketing Manager for Life Sciences

- **13.10–13.40 Women’s skincare: innovation delivers results**

Speaker: Mintel International Group (Great Britain), James McCoy, Senior Consultant

Men

- **13.40–14.10 A man's world? A closer look at men's grooming in Russia and beyond**

Speaker: Euromonitor International (Great Britain), Briony Davies, Account Manager

- **14.10–14.30 Homo Consumers: consumption of cosmetic products by men – representatives of the middle class in Moscow**

Speaker: Symbol-Marketing (Symbol Communication Group) (Russia), Alexey Kobayakov, Project Manager, candidate of sociologic science

Teenagers/Children

- **14.30–14.50 What a child wants? Secrets of creating cosmetics for children**

Speaker: Mir Detstva company (Russia), Elena Izmailova, Head of Strategic Development Department

- **14.50–15.10 Peculiarities of cosmetic brands promotion for the audience. Success story.**

Speaker: Marketing agency Step by Step (Russia), Ekaterina Krupetskaya, Deputy Director

Middle-aged people

- **15.10–15.30 Peculiarity of development and distribution of anti-age cosmetics. Success story**

Speaker: Charm Cleo company (Russia), Ludmila Kozmina, General Director

Niche audience

- **15.30–16.00 What? When? How? For whom? Development and launch of a product subject to unrealized needs of the consumer**

Speaker: ExpoMediaGroup Staraya Krepost (Russia), Anna Dycheva-Smirnoff, Vice President; specialized magazine on marketing of perfumery and cosmetics Kosmeticheskiy ryonok Segodnya (Cosmetic Market Today) (Russia), Editor-in-Chief

- **16.00–16.30 Story of niche brand’s creation and launch: biocosmetic line with a new concept**

Speaker: Explosive Beauty agency (France), Martine Muller-Lesaffre, President

- **16.30–16.50** How to make perfumery and cosmetics' supply chains more effective in order to satisfy changing consumer needs
Speaker: Pharmlogic Projects (Russia), Eugeniy Sinyakov, General Director, MBA

October 27: Perfumery & Cosmetics Market: Trends & Tendencies. Facts & Figures.

- **10.00–12.00 Registration of participants**
 - **12.00–12.30** Innovation in personal care – challenges facing raw material suppliers and their customers
Speaker: Kline Europe S.A. (Belgium), Ian Butcher, Vice President
 - **12.30–13.00** Key trends in the global cosmetics and toiletries market
Speaker: Euromonitor International (Great Britain), Briony Davies, Account Manager
 - **13.00–13.20** Future development of Russian perfumery and cosmetics market
Speaker: ExpoMediaGroup Staraya Krepost (Russia), Anna Dycheva-Smirnoff, Vice President; specialized magazine on marketing of perfumery and cosmetics Kosmeticheskii rynek Segodnya (Cosmetic Market Today) (Russia), Editor-in-Chief
 - **13.20–13.45** Overview of Russian market retail sales
Speaker: ACNielsen (Russia), Denis Shirikov, Retailer Services Manager
 - **13.45–14.05** Perfumery retail chains: preferences of Muscovites
Speaker: ROMIR Monitoring company (Russia), Viktor Pratushevich, Member of the Board of Directors
 - **14.05–14.25** Category value. Premium target group
Speaker: MAGRAM agency (Russia), Natalia Gorina, project manager of qualitative investigation department
 - **14.25–14.55** Profits in pieces? Skincare innovation and its reliance on segmentation
Speaker: Mintel International Group (Great Britain), James McCoy, Senior Consultant
 - **14.55–15.15** Latest tendencies in make-up and innovative technological solutions
Speaker: Gamma Cosmetic (Russia), Alexander Domov, General Director
 - **15.15–15.35** Global trends in fine fragrance
Speakers: Firmenich (Russia), Tatyana Ilinich, Client manager, and Marina Ivanova, Marketing Manager, perfumery department
 - **15.35–15.55** Direct sales: trends and perspectives
Speaker: The Direct Selling Association (Russia), Tamara Skokareva, General Director
 - **15.55–16.15** Make-up of future: global insight
Speaker: Project 21 (Russia), Elena Alexandrova, Director, Head of Intercos representative in Russia and CIS countries
 - **16.15–16.35** Trends 2007: wake up your creativity!
Speaker: Style Vision agency (France), Agnes Kubiak, Partner and Art Director
 - **16.35–17.00** Innovations in sampling: global experience
Speaker: Arcade Europe (France), Philippe Ugetto, Vice President

October 28: New opportunities

- **10.00–12.00 Registration of participants**
 - **12.00–12.15** Scent marketing as an effective method of consumer capturing in conditions of market economy
Speakers: Aromamedia company (Russia), Olga Shemelinova, General Director
 - **12.15–12.30** Aromatized printed materials in marketing of perfumery and cosmetics
Speaker: Sintez Print company (Russia), Sergei Gontar, Director
 - **12.30–12.50** Event marketing in consumers life
Speaker: InTown Experiential Marketing agency (TWIGA Communication Group) (Russia), Irina Gerasimenko, General Director
 - **12.50–13.10** Emotional aspect in branding of cosmetic products
Speaker: Contact-Expert company (Russia), Georgiy Trusov, General Director
 - **13.10–13.30** Identification of consumer needs and creation of essential market product
Speaker: MAR Consulting agency (Russia), Shimanov Dmitriy, General Director
 - **13.30–13.45** The perception of Russian brands in Western Europe

Speaker: Publishing group Cosmedias (France), CosmeticNews Weekly and Cosmeticsnews.com, Fabienne Colin, Editor-in-Chief

- **13.45–14.05** Nontrivial marketing: product placement in fiction and TV programs

Speaker: Fabula agency (Russia), Polina Kiseleva, Director

- **14.05–14.15** Cross-marketing: nontrivial advertising approaches in promotion of cosmetic products

Speaker: Printfolio company (Russia), Pavel Moskvин, Director

- **14.15–14.35** Competition at cosmetic market. Advertising strategies and analysis of companies' success.

Speaker: TNS Gallup AdFact (Russia), Lilia Vladimirova, Marketing Director

- **14.35–14.55** Psychological consumer preferences regarding trading space

Speaker: Fashion Consulting company (Russia), Tatyana Kulakhmetova, Consultant, Fashion Analytic

- **14.55–15.20** SPA: Spa: One of the most dynamic market segments. Facts, figures, actors, strategies...

Speaker: Explosive Beauty agency (France), Martine Muller-Lesaffre, President

- **15.20–15.40** Private Labels and own brands: the compromise or the competition

Speaker: Avanta company (Russia), Natalia Tkacheva, Commercial Director

- **15.40–16.00** Chocolate in cosmetics

Speaker: Perfumery and Cosmetics Association of Russia (Russia), Tatyana Puchkova, Chairman of the Board;

Kompania Russkaya Kosmetika company (Russia), Director

- **16.00–16.10** Closing speech of the organizer