



Italian Chamber of Commerce & Industry

IN AUSTRALIA – PERTH INC

Presents

COSMOPROF
WORLDWIDE BOLOGNA

Bologna (Italy) - 16th-19th April 2010



THE “NUMERO 1 “ INTERNATIONAL EXHIBITION FOR BEAUTY – COSMETICS – HAIRCARE – PERFUMERY – SPA & WELLNESS PROFESSIONALS

The ICCI Perth invites all the Australian Beauty and Hair care Professionals to participate in one of the most important appointments of the year with a great package. **Why visiting Cosmoprof?** Because **it is the place-to-be for the professional of these markets**, as the statistics of the 2009 edition show:

- 2,248 exhibitors
- 1,323 foreign exhibitors
- 60 countries represented by exhibitors
- 91,000 m2 of display space
- 513 journalists accredited
- 139,523 visitors

THE ADVANTAGES OF JOINING OUR DELEGATION

Joining the Cosmoprof Trade mission offers **strong advantages** against organising the visit independently.

ICCI offers a long **established experience in the organisation of Trade Missions from Australia** to participating in the most important Italian Fairs, representative of the different industries .

Being part of our delegation means:

- ✓ Enjoying the access to all the **services offered** to our organisation **by the expo organisers**
- ✓ Being supported by an **Italian & English speaking ICCI representative** (for groups of 8 participants or above)
- ✓ Using an effective **Preferential Business Meeting Booking Service**

All these services are the core elements of **our mission** that is “supporting and developing the trade between Australia and Italy”

ICCI PACKAGES

The packages offered include:

- ✓ Airfares
- ✓ Departure and landing taxes
- ✓ Accommodation in 4 Star Hotels as close as possible to the fair location (Bologna)

All our packages are offered AT COST, with no mark-up!

All the additional discounts that can be obtained in the final negotiations – based on the number of participants - will be passed to you!

For more information visit our site www.icci.asn.au.

GFK EURISKO RESEARCH ON VISITORS 934 INTERVIEWS (711 ITALIANS – 223 FOREIGNERS)

Q2. In what sector do you operate?

Sector of Activity	% Visitors	% Foreign Visitors
Hair care	42%	36%
Beauty	27%	27%
Perfumery and Cosmetic	10%	14%
Nail care	7%	3%
Spa / Wellness centre	5%	7%
Packaging	3%	4%
Herbalist Shop	3%	6%
Para pharmacy	1%	1%

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Q3. What is your position in your corporate structure?

Position	% Visitors	% Foreign Visitors
MD / Proprietor	49%	40%
Member of Staff / Employee	32%	19%
Export Manager	4%	11%
Marketing Manager	5%	14%
Commercial Manager	6%	12%
Student	2%	-

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Q4. What is your business?

Kind of Business	% Visitors	% Foreign Visitors
Hairdressing Salon / Beauty Centre / Perfume Shop	63%	28%
Distributor / Wholesaler / Agent / Duty free	16%	33%
End product manufacturer	9%	25%
SPA / Thermal Centre	4%	7%
School (hairdresser & Beautician)	3%	1%

GFK EURISKO RESEARCH ON VISITORS 559 INTERVIEWS (REGULAR VISITORS)

Q6A. Why do you come to Cosmoprof every year?

Reasons for Visiting Regularly Cosmoprof	% Visitors	% Foreign Visitors
Opportunity to update my work	60%	70%
Preview of everything new in the field	45%	27%
Presence of exhibitors from many countries	9%	27%
To consolidate relations with suppliers	8%	11%
All the most important firms in the trade are there	7%	7%



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