

5-8
April

EXHIBITION '18
INDUSTRY OF BEAUTY



SibExpoCentre

www.sibexpo.ru



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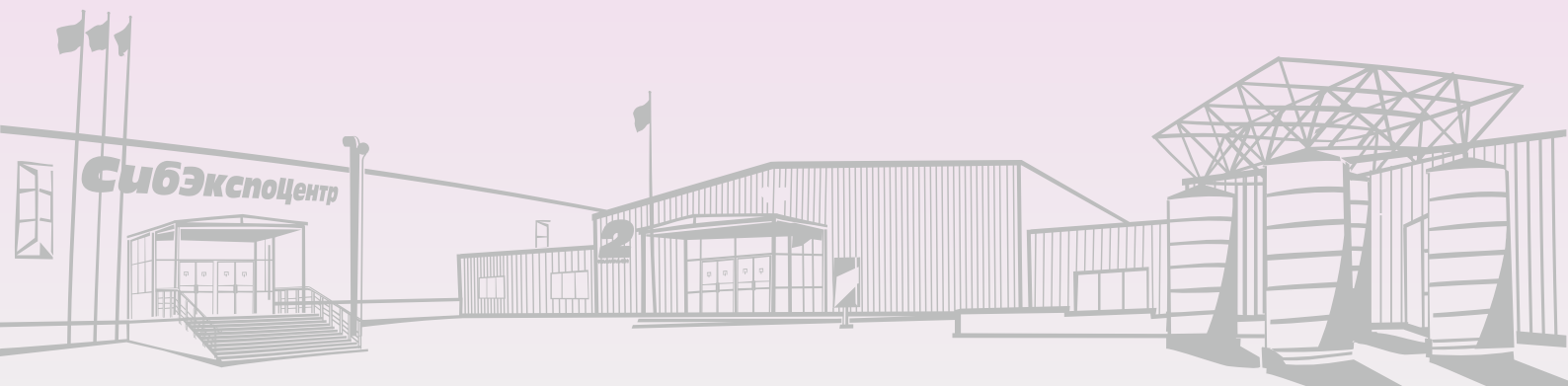
EXHIBITION '18

INDUSTRY OF BEAUTY

XV

The XV specialised Industry of Beauty exhibition will take place in Sibexpocentre Exhibition Complex on April 5-8, 2018. The Industry of Beauty exhibition is the platform where beauty, style and spring mood reign.

The best representatives of the beauty industry participate in the exhibition: leading beauty salons and hairdressers, professional and decorative cosmetics shops, manufacturers and suppliers of equipment and materials for beauty salons, as well as companies selling accessories and costume jewelry. Exhibitors present their products, conduct master classes and draw gifts which leave no one indifferent.



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4 days

Duration
of the exhibition

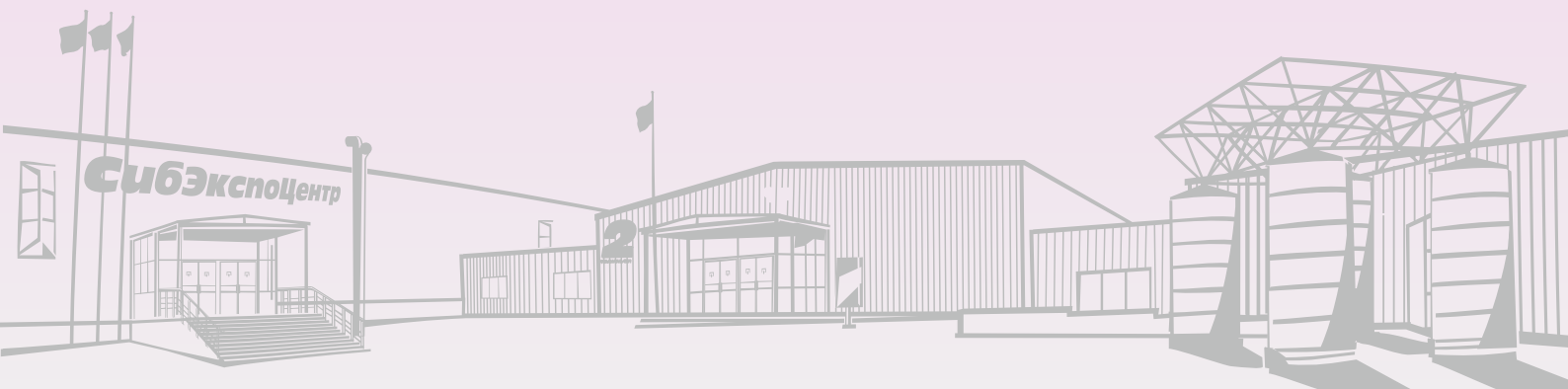
3500 sq.m.

Total area of the pavilion

78
companies

10 260

Number of visitors



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Visitors of the exhibition

14%
Irkutsk Region

1%
other regions of Russia

62%
of women are at the
age of 26-45 years

85%
city of Irkutsk

Among the visitors, private individuals predominated, who came to look at novelties and consult specialists

44%

individuals

20%

masters
of manicure
and pedicure

16%

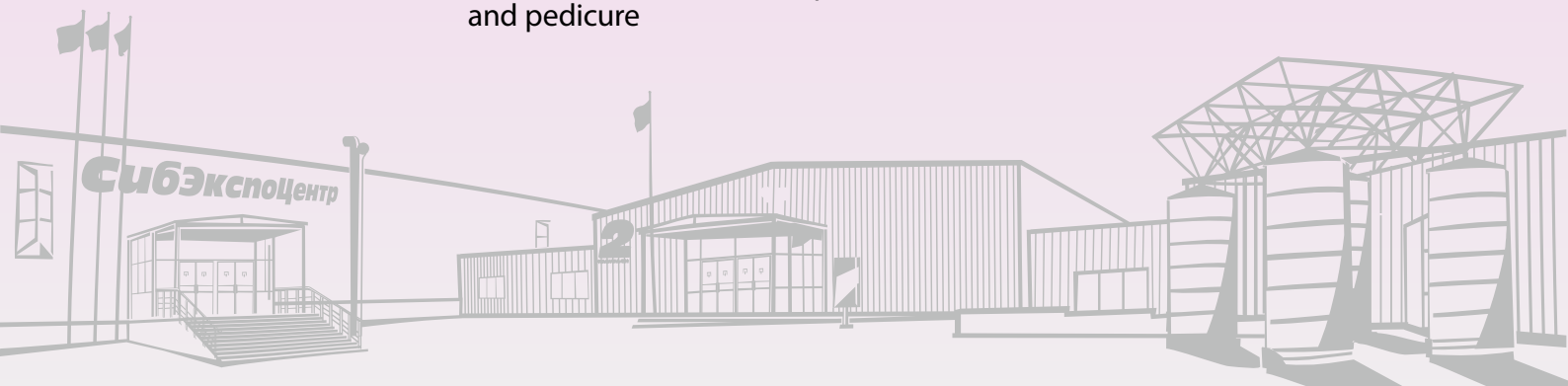
individual
entrepreneurs

10%

hairdressers

7%

beauty salon
administrators



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Profile of participants

27% expendables and furniture for salons

20% related products and services

13% perfumery and cosmetics

11% nail service

6% hairdressing salon

6% training centres

Geography of participants

Irkutsk, Angarsk, Bratsk, Moscow, Osa village, Ulan-Ude, Usolye-Sibirskoye, Ust-Ilimsk, Ust-Orda, Shelekhov.

77%

Irkutsk Region

20%

other
regions of Russia

3%

foreign
participants



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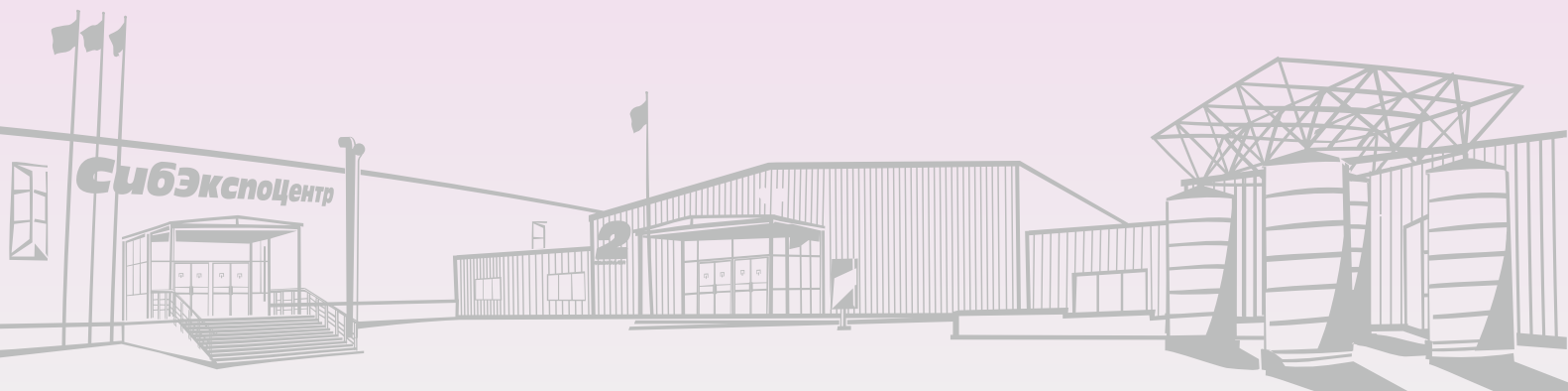
90%

consider participation
in the exhibition effective

74%

plan to participate
in the next exhibitions

Results of the survey of participants



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Sections of the exhibition:

Equipment, tools, means for professional care of hair and skin

Equipment and tools for manicure and pedicure

Hygienic products and accessories

Cosmetics for face and body care

Decorative cosmetics and perfumery

Furniture and equipment for hairdressing salons,
spas, beauty salons and facial rooms

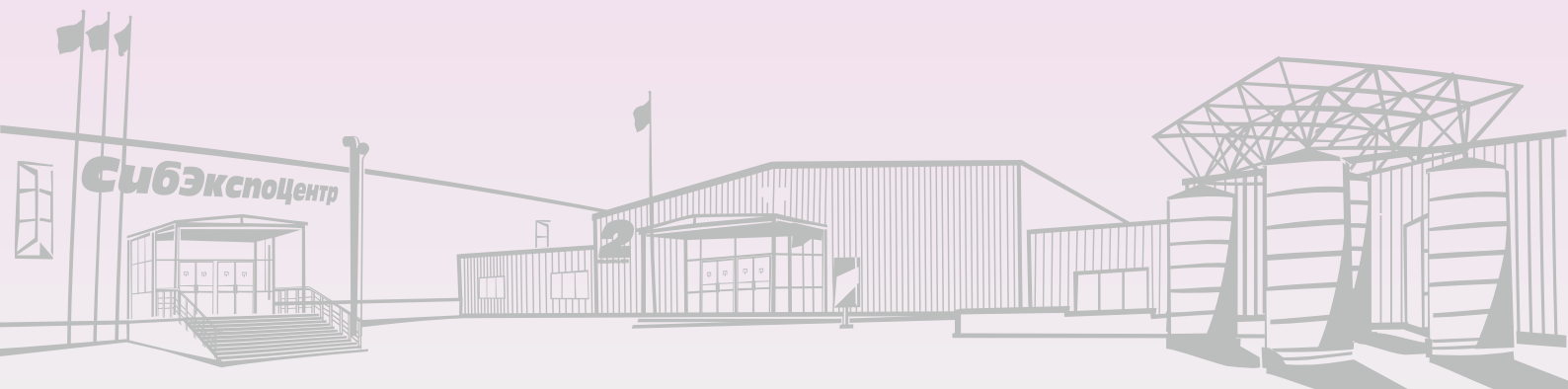
Diet, nutrition, healthy lifestyle

Medicines, pharmaceuticals and biologically active supplements

Plastic surgery and rejuvenation

Professional education

Clothes and accessories



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The terms of participation:

**Rental Cost –
85 US dollars/ m2**

**Registration fee -
95 US dollars**



Participation in the exhibition

Maria Ponomarchuk

Exhibition Manager

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Venue:

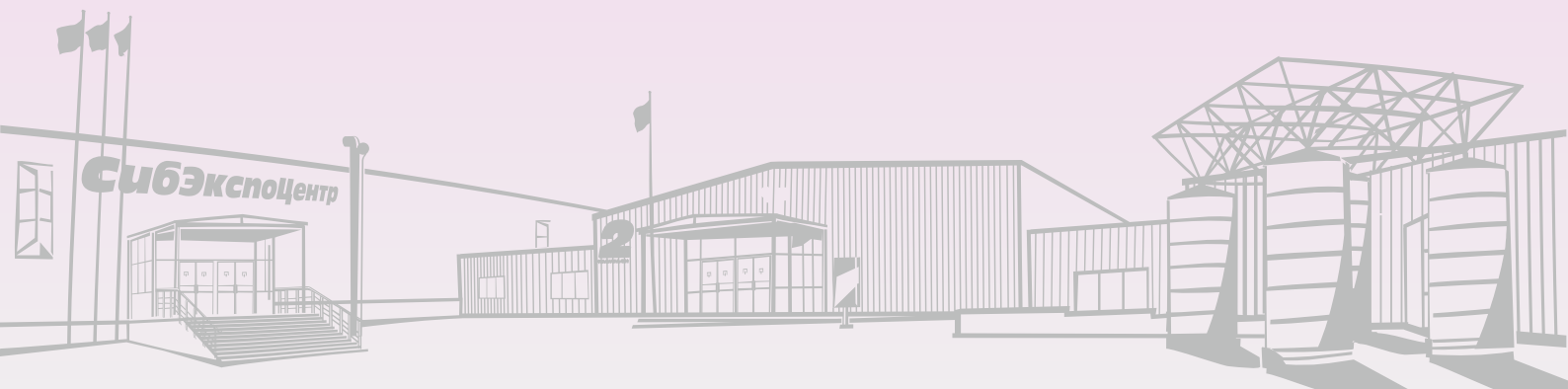
Sibexpocentre OJSC Exhibition Complex
253-a Baikalskaya st., Irkutsk, Russia, 664050
Pavilion №1, Open area

Opening hours:

April 05-07, from 10.00 to 18.00

April 08, from 10.00 to 15.00

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