

makeUPⁱⁿ Shanghai

**A MUCH AWAITED CONFERENCE PROGRAMME!
HURRY, THERE ARE ONLY A FEW SEATS LEFT!**



In the space of a few days, the number of registrations to the MakeUp in Shanghai conferences has literally skyrocketed! A progression in the image of visitors' registrations to both, MakeUp in Shanghai and Luxe Pack Shanghai events, where a total of nearly 3,000 people are expected to date. This first edition promises to be "THE" unavoidable event of this early spring in China. It cannot be denied that the conference programme which has been consistently enriched over the past few days definitely looks attractive! See for yourself...

Conferences & Round Tables Program

Day 1, Wednesday April 11th

9:15 - 10:00: "Beauty trends in Asia and Globally"

Keynotes by MiaMian Zheng Mindset Creative Director at WGSN in Shanghai.

10:15 - 11:00: "Hera, the next episode of a success story..."

Conference by LEE EunKim, Hera Brand Director at Amore Pacific.

11:15 - 12:00: "The future of Beauty in China"

Conference by Massimo Carminati, Trend and Style Project Director from Peclers Paris' office in Shanghai. He will present 3 beauty cosmetics trends for summer

2019.

- Dreamy Botanicals: A dreamy and magical vision of nature magnified, between sensorial awakening and regenerative connection.
- Instinct: The body is increasingly the preferred medium to access an emotionally and sensorially-charged reality.
- Fun Activist: The public manifestation of self-expression and self-assertion, in a fun and offbeat vein.

01:00 - 01:45: "Color Wave by Beautystreams: Forecasted Color Movements for China"

Introducing an exciting new initiative by MakeUp In and BEAUTYSTREAMS. China is a quickly evolving market and color is a key means of communications. The COLOR WAVE by BEAUTYSTREAMS evaluates the latest movements in color in China. It maps out trends not-to-miss and highlights relevant products from exhibitors. Conference by Anne-Catherine Auvray, Editorial Director at Beautystreams.

02:00 - 02:45: "J-Beauty: How Japan is re-defining the cosmetics market ? What's hot & what's next from Japan"

Conference on Japanese trends and products by Florence Bernardin from Information & Inspiration.

03:00 - 03:45: "Cosmetics regulation in China"

China is becoming the most important cosmetic consumption market for all corporations. The conference gives an overview of Cosmetic Regulation in China (including new ingredients). It aims in having a full understanding of the latest Chinese regulations and supervision trends on cosmetics. Focus will be on the regulatory updates of Cosmetic Regulations and practical FAQs on what market entering conditions are (incl. cross-border e-commerce) and on how to register/file cosmetic products.

Conference by Mrs. Yidan WU (Representative of the "Cosmetics Affiliate of China Health Care Association" (CACHC).

04:00 - 05:00: "The Natural Trend Worldwide: What are the key trends, brands, products and formulas"

Brief introduction on trends and products by Isabelle Gavalda from SOME*XING, followed by a round table moderated with Charles-Emmanuel Gounod from Beautyworld Connexions and with the participation of brands & Full Service manufacturers such as:

- Claire Frelin from Léa Nature (HK)
- Anna Dato, Head of Strategic Marketing Asia at Intercos
- Amy Zhu-Savoie, China Business Director at Strand Cosmetics Europe
- Bertrand Lasserre, CEO at Thépenier Pharma & Cosmetics, part of Nippon Shikizai Inc.

Day 2, Thursday April 12th

9:15 – 10:00: "Design for China: Creativity as a Conversation between Beauty Brands and Chinese Consumers"

Isabelle Gavalda, founder of SOME*XING, a creative strategy agency for China, has lived in China for more than 8 years. After presenting her latest Asian Design Inspirations for make-up, she will introduce the cultural and design codes evolution of China's key marketing "rendez-vous" (CNY, 11.11) and explain how brands can manage to break straightforward codes to create new beauty stories.

Introduction by Isabelle Gavalda from SOME*XING followed by Lancôme China case study by Stella Yang, National Trade Marketing Manager of Lancôme China.

10:15 - 11:00: "From E-commerce to Social Commerce: The Power of Social Media for Beauty in China"

Introduction by Isabelle Gavalda followed by a round table with the participation of:

- Alexis Bonhomme Co-Founder & Chief Strategy Officer at CuriosityChina (Beijing) a leading digital and tech company focusing on Chinese digital platforms for premium and luxury brands.
- Thomas Graziani, Co-founder at WalktheChat (Beijing)) a cross-border e-commerce platform helping foreign businesses sell to China via WeChat.

11:15 - 12:00: "The Chinese Market: What are the challenges and opportunities of the Chinese market today and how legacy brands react to this fast changing environment"

What does it mean for beauty brands in terms of product development, packaging, marketing, supply chain and merchandising?

Round table moderated by Charles-Emmanuel Gounod, Beautyworld Connexions with the participation of representatives of international brands like:

- Sam Li , Packaging Director for Make Up at L'Oréal APAC
- Syek Yi Chan, Marketing Manager of Shu Uemura Tokyo Makeup Playground

01:00 - 01:30: "Makeup Trends in the US: What are the trends to follow and what is the next Big Thing"

Conference by Leila Rochet-Podvin, Cosmetics Inspiration & Creation.

01:45- 02:30: "US West Coast Indies Brands (emerging brands); What are the trends and why they are emerging worldwide?"

Brief introduction on trends and products by Leila Rochet-Podvin, Cosmetics Inspiration & Creation followed by a round table with the participation of Christy Coleman, Chief Artistic Officer at Beautycounter.

02:45- 03:30: "Fast Beauty & Social media influence: the new paradigm transforming beauty market"

How do we manage these new challenges and create best seller products? How do we transform beauty products into fashion accessories? How do we integrate the digital dimension in the marketing mix?

Conference by Katia de Martino, General Manager of from Essentia Beauty.

03:45 - 04:30: "Innovation in mascaras and make-up brushes"

Conference by Limbo Xu, Market Manager at Geka Beauty China and by Sara Zanafredi, CEO of Pennelli Faro.