

Expertainment: All the experts of the Asian Beauty Market in this conference program!



MakeUp in Shanghai, that will be held on the 10 & 11 April 2019 at the Shanghai Exhibition Center will provide you with a comprehensive knowledge about a super dynamic region, a fantastic networking opportunity with cutting-edge brands and a unique occasion to discover new trends and innovations. Beauty Experts from all over the world will gather and share their knowledge and passion with you during the following conferences :

All the conferences will be translated in English and/or in Chinese

[I want my invitation now](#)

Conferences & Round-Tables 2019

Wednesday April 10th

10:00am – 10:45am “Cosmetics in Young Generation's Eyes, “

Conference by Vicky Zhou, Research Analyst – Mintel China Reports

11:15am – 12:00pm “Color Wave by Beautystreams”

Conference presented by Anne-Catherine Auvray, Editorial Director at Beautystreams.

1:00pm – 1:45pm “Cosmetic Regulatory in China; Update and Forecast”

Conference by Yidan WU, Vice-President SEYCO (Sino-European Yihong Consulting Co. Ltd.)

2:15pm – 3:00pm “Digital and Beauty Trends”

Conference by Cindy Yeung from SGK Global

3:30pm – 4:00pm “Eyes makeup: From eyes shadows and eye lashes to eye brows”

Conference by David Zhang, Eye Brows Artist, founder of DAVID Brow Art Group

4:30pm – 5:15pm “The latest innovations and how they are in line with beauty trends”

Round table moderated by Charles-Emmanuel Gounod, CEO & Founder of Beautyworld Connexions and Florence Bernardin, CEO & Founder of Information & Inspiration

5:30pm MakeUp in Shanghai Cocktail party

Thursday April 11th

9:30am – 10:15am “Asia Beauty Trends with a focus on China”

Keynotes by Maggie Men, WGSN Trend Specialist

“CLEAN/GREEN BEAUTY IN CHINA”

10:45am – 11:30am Part 1: “The challenges and opportunities of being Clean/Green in China skin care and make up formulation”

Conference by Jean-Yves Bruxer, Managing Director of Sethic Innovation

11:45am – 12:30pm Part 2: "The Conscious Chinese Consumer or how to offer Sustainable Packaging and Formulas to Chinese consumers"

Round Table moderated by Charles-Emmanuel Gounod, Beautyworld Connexions with the participation of:

- Weibo High-Tech
- Joseph Lee, College Director, The Raffles Academy Shanghai

1:30pm – 2:15pm " The localization of beauty & luxury codes in China"

Conference by Natacha Devillers, General Manager of Zorba China

2:45pm – 3:45pm "The rise of C-Beauty"

Conference by Florence Bernardin, CEO & Founder of Information & Inspiration

4:15pm – 5:00pm Make Up For Ever

Presentation by Wendy Fu, Academy & Education Director – Make Up For Ever China