

## **New window of opportunity for business growth on the Russian market**

### **International Exhibition of Perfumery and Cosmetics Industry InSharm (InterCHARM)2022 in Moscow shows the full potential of future market development.**

Representatives of the beauty industry gathered in Moscow at International Exhibition of Perfumery and Cosmetics Industry InSharm (InterCHARM) on October 26-29.

More than 36 000 professional visitors (distributors, wholesalers, retailers and beauty salon owners and specialists from all over Russia and neighboring countries) came to the show to establish business connections with representatives of more than 400 companies-exhibitors from Russia, Belarus, Kazakhstan, Turkey, Korea, China, India and Iran.



After large multinational companies left Russian market in March, 2022, there is a great demand for independent perfumery and cosmetic brands from all countries. Over the past 6 months, more than 450 new brands from Korea, France, Spain, England and Italy have appeared in Russian retail and started distribution to many salons.

Russian production and Russian brands are actively developing too now. The State, the Ministry of Industry and Trade of Russia, is allocating considerable amount of subsidies for their development, so the demand for raw materials and packaging from China, Korea, India and Turkey will grow. Based on this, the demand on equipment for production will also be interesting to manufacturing facilities.

At the same time, equipment for beauty salons and clinics will also have market growth, because Russian salon industry continues to develop actively.

Within four days of the exhibition, each visitor was able to feel the importance of holding industry events and sharing experience between market participants. One of the key factors in assessing the quality of the audience was that 30% of visitors hold senior positions in beauty industry enterprises and 60% make key decisions in business.

At the business program events of the exhibition more than 2100 delegates received marketing information on consumers dynamics in the industry, current business development tools and trends that are already beginning to have an impact.

The event received coverage by all major Russian news outlets. InSharm(InterCHARM) is the main place of business interaction for professionals, an opportunity to expand geographically and grow the business.

For the beauty industry InSharm (InterCHARM) is not only an effective platform for sharing experiences, negotiating and signing contracts, but also an important indicator of industry development. And for international companies InterCHARM - is great opportunity to find new clients and partners, to present new brands and products, raw materials and find new logistics solutions and grow revenues.

In the spring, on April 18-19, 2023, industry specialists will be able to visit the INTERCHARM Professional exhibition of professional cosmetics and equipment for beauty salons and clinics. The next InterCHARM exhibition will be held traditionally on October 25-28, 2023 in Moscow at Crocus Expo. You can receive updated information of the events on the website.