

# PRO' COSMETIQUE

22-25  
JANUARY  
2014

INTERNATIONAL TRADE SHOW FOR THE COSMETICS INDUSTRY  
SAFEX CENTRAL PAVILION. ALGIERS-ALGERIA

Pro'Cosmétique Algeria, the premier and unique professional and international tradeshow in North Africa dedicated to cosmetics "beauty-hygiene-care" industries is reserved exclusively to manufacturer exhibitors and professional visitors.

Participants from 15 exhibitor and 10 visitor countries will be gathered in one special multinational business environment and have a 4-day long busy schedule which will also be animated by conferences, workshops and shows.

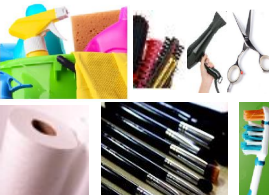
Only one step will provide our exhibitors a competitive process covering their long term expectations in the market.

## WHOLE INDUSTRY

*5 main sections for 1 complete solution* **UNDER ONE ROOF**



**PRODUCTS** color cosmetics and make-up products, hygienic products, soaps, gels, creams, face and skincare products, haircare and styling, nailcare and design, personal care, bodycare and toiletteries, oralcare, perfume, fragrance and deodorant, depilatories, anti-aging products, organic products, ayurvedic products, herbal products, suncare, dietary supplements, mother and baby care, men's grooming, homecare, cleaning, detergents, aerosols, fabric and leathercare, hygienic tissues...



**EQUIPMENTS** consumables, accessories, utensils, make-up utensils, hair utensils and equipments, nailcare and design utensils, personal care utensils, bodycare utensils, oralcare utensils, depilatory utensils, domestic appliances, professional equipments, saloon equipments, clinic equipments, spa/wellness equipments, saloon furniture, fabrics, saloon electronics, home electronics...



**INGREDIENTS** raw materials, ingredients, formulations, chemical-based ingredients, water-based ingredients, alcohol-based ingredients, minerals, herbal ingredients, organic ingredients, additives, preservatives, colorings, essential oils, essence, aromas, flavours, powders, liquids, silicones, lubricants...



**PROCESS** process machinery, process equipments, preparation units, tanks and vessels, heating and cooling systems, separators, dryers-liquidizers, evaporators, mixers, sifters, crushers, grinders, mills, agitators, vacuuming, automation, assembly lines, turn-key solutions, laboratory and analysis, inspection machines, stockage...



**PACKAGING** packaging machinery, packaging equipments, packaging materials, wrapping machines, conditioning machines, filling machines, capping and sealing, conveyors, bottle cleaning, loading and sorting, preform packaging, applicators, films, etiquettes and sleeves, bottles and tubes, plastic packaging, glass and metal packaging, paper and wood packaging, PE, PET, PVC packaging, caps and seals, containers, security bands, raw materials, promotional materials, pharma-packaging...

RESERVED EXCLUSIVELY TO MANUFACTURER EXHIBITORS AND PROFESSIONAL VISITORS



# PRO' COSMETIQUE

2014

## WHY EXHIBIT?

*individual and group exhibitors from 15 countries*

PRO' COSMETIQUE is the premier and unique professional tradeshow in North Africa dedicated to the cosmetics industry which is described by the eligible sources as « definitely the fastest growing industry in the region ». Although the growth is remarkable, the market, serving to a 38+ million consumer population, is still untouched and great opportunities are waiting for the industry professionals to discover.

Exports share for “classical” industries like agro-food or construction got minimal for the exporters but the brand-new target market “cosmetics” is emerging. Manufacturers, not only of products and equipments, but also of ingredients, process technologies and packaging solutions, must take their share of this great potential.

Local buyers of the industry and the international exporters had difficulties to find their own place in regional exhibitions. Until now, they had to settle with general public events like bazaar places or mixed industry events. PRO' COSMETIQUE, born from this obvious need, is demanded by the local cosmetics professionals and triggered by the support of local authorities.

A tradeshow with such professional and international nature was so anticipated in the region and by the global exporters that the voice of it is inevitably strong for the benefit of the exhibitors.

*38 millions habitants (40+M, 2020)*

*194+ Billion USD change reserves*

*206+ Billion USD GDP*

*7200+USD of GDP per habitant*

*(purchasing power parity)*



## ALGERIA: THE KEY MARKET

*strong economy, wealthy population*

With its stable and open economy fed by the richness of natural blessings and its resilience especially after the winds of changes in Africa and Middle East, Algeria has become the most studied key market for all exporters, from neighbor to far-distant countries.

Algeria, as geographical and socio-economic statistics verify, is one of the biggest country in Africa also well-known as a trade crossroad for African countries. The country, especially in the field of cosmetics, is one of the unique markets in the world which can be described as importer, manufacturer and exporter at the same time creating a huge commercial volume.

In order to avoid dependence on one source “hydrocarbons”, the government takes clever measures and creates enormous budgets to support all industries and entrepreneurship to be developed. Yet, imports are still ceaseless to satisfy consumers’ needs and willingness of local exporters not to stay in local limits anymore.

38.000.000+ population is described as young and prospered, with a vibrant labor force and a good income. Familiar with European standards, the public has developed a consumer conscious hungry for diversity which can discriminate qualified merchandises from counterfeit products and can afford a range of brands from basic to premium.

THE MOST ANTICIPATED TRADESHOW IN THE MOST IMPORTANT MARKET OF AFRICA AND MIDDLE EAST



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## VISITORS

*more than 10.000 professional visitors expected  
manufacturers, importers, distributors, representatives...  
from algeria and african countries*

Local buyers of the industry look for innovative and professional solutions to serve the great population of consumers who are in need for diversity and who can afford all types of cosmetics, beauty, hygiene and care products from basic to premium.

During the tradeshow, visitors will find A to Z responses to their needs and will be able to take the pulse of the industry as a whole under one roof for their current and future projections in the market.

The importers and manufacturers of the African continent who cannot find sufficient sources in their own region prefer to visit the events taking place in Algeria to find solutions where they do not face diplomatic, social or linguistic barriers.

## EXCLUSIVE MEDIA PROMOTION

*the voice will be heard everywhere*

**INFORMATIVE CONFERENCES AND MEETINGS** In order to inform a wide audience, an informative conference and meeting plan will be followed in various regions of the country targeting press, sector associations and unions and industry zones.

**COMMUNICATIONS TARGETING PROFESSIONALS** Professionals of the country will be touched by emailing and fax campaigns, by posting invitations, tele-communications and face to face appointments.

**MEDIA PLAN AND PUBLICITY** A massive media and publicity plan will be realized by radio and television diffusions, publicity and articles in daily newspapers and sector magazines, and outdoor poster campaigns.

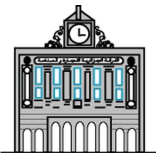
**DISTRIBUTION PROMOTIONAL MATERIALS** Informative flyers and folders and promotional materials that attract attention will be distributed in commercial and industrial zones and among public audience.

## OFFICIAL SUPPORT FROM ALGERIA

*a professional reference strengthened by the official support*

CACI ALGERIA, CCI MEZGHENA OF ALGEIRS, CCI MITIDJA OF BLIDA, CCI ORANIE OF ORAN

CCI SAHEL OF BOUMERDES, CCI SEYBOUSE OF ANNABA



الغرفة الجزائرية للتجارة و الصناعة  
Chambre Algérienne de Commerce et d'Industrie



SAFEX ALGERIAN COMPANY OF FAIRS AND EXPORTATIONS

ANDI NATIONAL DEVELOPMENT AGENCY OF INVESTMENTS

ALGEX NATIONAL PROMOTION AGENCY OF FOREIGN TRADE



EFFICIENT VISITOR PROMOTION STRENGTHENED BY MEDIA AND OFFICIAL LOCAL SUPPORT



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## YOUR CONTACTS

*pro'cosmétique team is ready to serve you*

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## ORGANIZER

*More than 10 years of experience in north africa*

## NANO EVENTS

Emerged from 10 years of event management experience, the company serves effectively to international exporters and organizers in the fields of tradeshow organization, event management and trade consultancy mainly in Algeria, Morocco and all through North Africa.

The company is reputeded as a specialist in the region and empowered by this long-established regional proficiency to carry the goals of its clients to international platforms and protect their investment for the long term in the markets of its proficiency.

Nano Events has created and contributed to many trade events and meetings in the sectors of food, packaging, machinery, medical, plastics and cosmetics.

### *a solid foundation for an industry show for cosmetics*

Since 2009, the rising industry "cosmetics" has become the concentration point of its exclusive activities and the company had the chance to serve numerous local and international companies of the industry.

B2B/B2C meetings, custom-made services, trade consultancy reports and most importantly on-field observations dedicated to this specific industry during this period have created the foundation of the tradeshow Pro'Cosmétique which will serve the global exporters on a larger scale.

MORE THAN 10 YEARS OF EXPERIENCE AND A SOLID FOUNDATION FOR THE INDUSTRY EVENT

