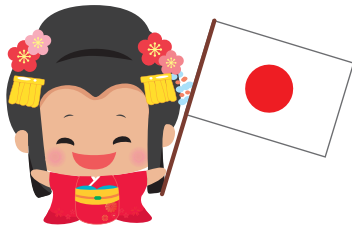




## AT MAKEUP IN SEOUL IN TWO WEEKS ... CHINA AND JAPAN WILL TAKE CENTRE STAGE!



**China on one side, Japan on the other..., The Korean beauty sector is undoubtedly driven by its two powerful neighbours. Stimulated commercially by China, which is fast becoming one of its biggest customers for make-up products..., and spurred in development and innovation by Japan that remains one of the most dynamic Asian countries in these two fields. These will be the themes of the two series of conferences on 6 and April 7 at MakeUp in Seoul.**

China will be in the spotlights during the first morning of conferences from 10:15 am to 12:30 pm on Wednesday, April 6 at the Conrad Hotel in Seoul. To illustrate the expectations from this very fast moving and growing market, manufacturers and brand representatives will have an opportunity to express themselves! *Caroline Moulin, CEO of Nao Design Trends* will be given voice to introduce at 10:15 am this morning of reflection on the theme: "After skin care, this is the time for colour cosmetics in China". She will also speak of past, current and future gestures.... How the brands answer to the Chinese consumers expectations from BB cream and Cushion Compacts to Big Eyes, through lips and colour cosmetics?

An exciting round table will follow from 10:45 am to 11:30 am with the participation of many industry professionals: *Grace Liang, Marketing Manager for Albéa Make Up China; Tyler Sun, Regional Market Development Director, Aptar B+H, Northeast Asia; Huina Jin, Sales Director, Zhejiang Axilone Shunhua; Cyril Ruiz-Moise, Chairman & General Manager, SGD Asia Pacific and Thomas Weckerle, CEO Weckerle Cosmetics.*



Caroline Moulin



Grace Liang



Tyler Sun



Huina jin



Cyril Ruiz-Moise



Thomas Weckerle

Among the subjects addressed... “The Chinese market specifics: Speed, reactivity, lead-time...?” How different it is from other markets? How to react vs. the clients and brands expectations: premiumisation or massification? How to cope with more Chinese brands from a technical stand point: new gesture, new textures and new applicators? The future: new trends, connected packaging, intelligent packaging, “smart packaging”? *To note also the participation and testimonial of Long Yuewen, Malven (Chinese Make Up Artist).*

A round table, followed at 11:30 am by a Chinese success story, that of the brand Jala, presented by *Li Min, Purchasing Department Director*. The Company will present its latest innovations and expectation from suppliers. Li Min will also reflect on: « What about “back to tradition” in China beauty? »

### **What's new in Japan?**

Or rather, “What’s hot in Japan?”. This will be the theme of a conference followed by a round table moderated on April 7, in the afternoon from 03:30 pm by *Florence Bernardin, CEO & Founder of Information & Inspiration*. Main theme: “How make-up is evolving to meet all the Japanese women multi-profiles, from the young ... to the positively aging generations”.

With the participation of *Tatsuno Meg, Intl' Marketing Director, Shū Uemura; Imanari Dinah, Sr. PR consultant, Kanebo; Nonomura Sakae, Director Beauty Research Institute, Kanebo; Mayumi Satoshi, Cosmetics Information Development Group, Shiseido; Kurisu Tetsuya, Sr. Manager Corporate Planning, Market Intel., Shiseido; Sano Fumie, Brand Manager Prestige Cosmetics - Sofina group - Global Beauty Care Business, Kao; Azuma Ryuichi, Corporate Communication Dept. Kao; Kanno Saori, Sr. Marketing Director, Revlon; Okubo Shigeo, Product Development Marketing Coordinator, Christian Dior; Gohara Hideshi, R&D Manager, Make Up Asia-Japan, Christian Dior Japan.*

*To note also the participation and testimonial of Takae Kochigami (Japanese Make Up Artist).*



Florence Bernardin



Takae Kochigami

A third edition of MakeUp in Seoul not to be missed...

***Take advantage of your participation at MakeUp in Seoul to stay in one of the most luxurious hotels in the city, the Conrad Seoul Hotel at an exceptional rate. A simple click and you will experience one of the Top Ten Hotels of TripAdvisor's suggestion.***

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## **SAVE THE DATE**

**MakeUp in Seoul**

**2016 April 6 & 7**

**Conrad Seoul Hotel**