

BEAUTY EXPO 2018

The results of the 4th International Specialized Exhibition of the Beauty Industry

October 12 - 14, 2018

97 Akhunbaev St.,
Bishkek, Kyrgyz Republic,
Hall of the Kyrgyz Academy
of Physical Education and Sports

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BiEXPO
EXHIBITION COMPANY

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Opening ceremony

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October 12 - 14, 2018, the 4th International Specialized Exhibition of the Beauty Industry "BeautyExpo Kyrgyzstan 2018" was successfully held in the Hall of the Kyrgyz Academy of Physical Education and Sports in Bishkek.

The official opening ceremony of the exhibition was attended by:

- President of the Beauty Industry Association of the Republic of Kazakhstan - Tursun Mahmujan,
- Trade Representative of the Russian Federation in the Kyrgyz Republic - Latypov Valery,
- President of the Beauty Expert Association, Organizer of the International Beauty Championship, Head of the BeautyMed Academy - Yahyarova Feruza,
- Director of Olga Che production, producer, TV host, author of programs about fashion, beauty and style - Che Olga,
- Master of international class, winner of all-Union and



international competitions, winner of the title "Master of Golden Hands" - Masimov Rakhimzhan,
- Master of international class, Diploma of the World Championship, a graduate of schools in Paris, Rio de Janeiro, Barcelona, Istanbul, Moscow, Almaty - Evgeniy Nikolenko
and
- director of the exhibition company «BiExpo» - Linovitsky Viktor.

All participants of the opening ceremony noticed that the uniqueness of the exhibition "BeautyExpo Kyrgyzstan 2018" is that it provides an opportunity to unite professionals of the beauty industry at one exhibition platform.

It is gratifying to note that the well-thought-out organization allowed the masters to draw a maximum of ideas in a quick time, salon and clinic owners - to get an idea of



what services are in demand and what new items should be implemented soon.

Meetings and negotiations at the expositions allowed establishing business contacts, signing contracts, exchanging opinions and new technologies, as well as discussing issues with Beauty Industry professionals.

About the event

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This year the exhibition brought together representatives of more than 40 companies from 13 countries: Germany, Denmark, Israel, Italy, Kazakhstan, Kyrgyzstan, Russia, USA, Turkey, Ukraine, France, Czech Republic, South Korea, which represented more than 250 brands of leading world manufacturers in the field of cosmetology, hairdressing, make-up and permanent make-up, nail design, there were talks about the benefits of using modern equipment, and also demonstrated new products in action at numerous master classes.

The exhibition also included a number of prestigious competitions **INTERNATIONAL BEAUTY CHAMPIONSHIP 2018**, organized by the BeautyMed Academy.



Business program

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Within the exhibition "BeautyExpo Kyrgyzstan 2018", an extensive business program took place during three days:

- Congress on aesthetics of the face, cosmetology
- Congress on body aesthetics,
- Men's Grooming Congress
- Epilation congress.



The organizers noticed the relevance of the themes of the congresses and the high attendance of the Forum.

We would like to thank the partners for their assistance in organizing and holding the event:

Photozone Sponsor - Beauty Salon "Annet"

Luxury prize sponsor - a multi-brand boutique of exclusive watches and jewelry of premium class "ORO"

Sponsor of the show - Specialized Italian salon of outerwear - "Milano"

Welcome drink sponsor - "Kyrgyz Alco Trade" Company

Business program sponsor - Training Center "Collagene 3D medical"



The partner of these congresses was the Training Center "Collagene 3D medical" which conducts courses in cosmetology, mesotherapy, contour plastics, massage, epilation and in many other areas. And also sells professional products and supplies for beauty salons.



Maria Shasheva
Kyrgyzstan



Nargiz Suleiman
Kazakhstan



Natalia Lobzova
Russia



Oksana Natalchenko
Kyrgyzstan



Yulia Rekhtina
Russia



Yuri Sheremetyev
Russia



Olga Akinina
Russia



Polina Luchkina
Kyrgyzstan



Maria Shasheva
Kyrgyzstan



Irina Rostova
Russia



Natalia Molchanova
Russia



Anna Dobryak
Украина, Днепр



Polina Luchkina
Kyrgyzstan



On October 12, at the congress on face aesthetics, they spoke about local fat deposits, about Face-Fitness, about the role of collagen and hyaluronic acid in aesthetic medicine.

The speakers of this congress were:

Maria Shasheva (Kyrgyzstan), Nargiz Suleiman (Kazakhstan), Olga Akinina (Russia), Polina Luchkina (Kyrgyzstan), Anna Dobryak (Ukraine).

On October 13, at the congress on body aesthetics, they spoke about complex solutions for body correction, about the role of sport in overweight, and kenesiological taping.

The speakers of this congress were:

Natalia Lobzova (Russia), Oksana Natalchenko (Kyrgyzstan), Maria Shasheva (Kyrgyzstan), Irina Rostova (Russia), Polina Luchkina (Kyrgyzstan).

On the 14th of October, at the congress on epilation, high-speed shugaring techniques, features of pregnant women's epilation, and a medical-aesthetic approach to male hair removal were discussed.

Speakers:

Yulia Rekhtina (Russia), Natalia Molchanova (Russia), Yuri Sheremetyev (Russia).

On the 14th of October, in the framework of the men's grooming congress, such topics as the history of the creation of men's grooming, the psychology of the male consumer, the tendency of the development of barber shops were covered.

Speaker:

Artem Apachek (Russia).

Facts and figures

Number of participants:

40 companies

Presented brands:

250 brands

Foreign companies:

11 companies

Total area:

2500 sq.m

Total number of visitors:

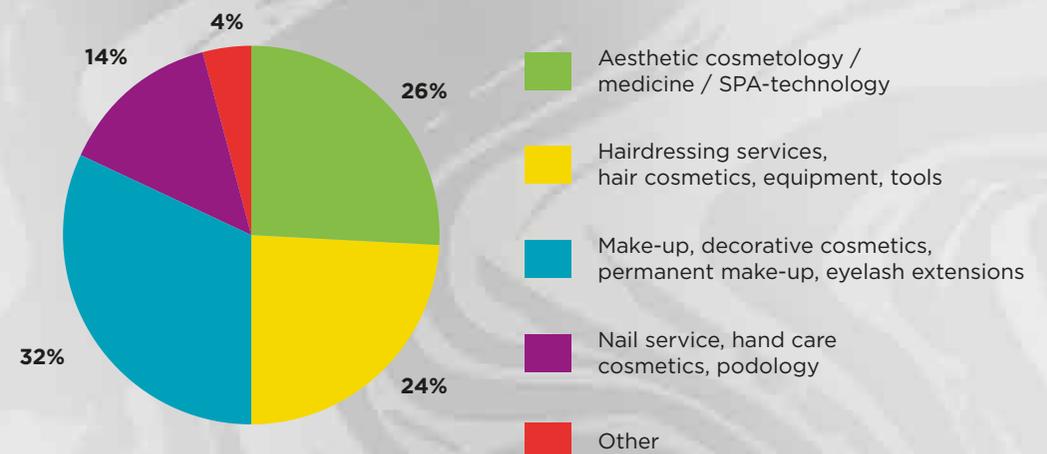
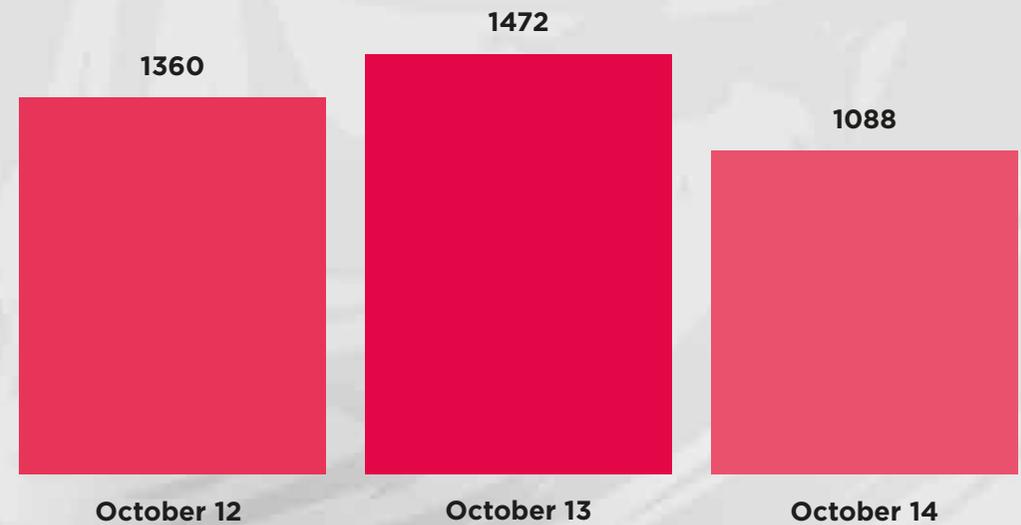
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Participating Countries:

13 countries

	Germany
	Denmark
	Israel
	Italy
	Kazakhstan
	Kyrgyzstan
	Russia
	USA
	Turkey
	Ukraine
	France
	Czech
	South Korea

Visitors of the Exhibition:



Advertising campaign

www.beautyexpo.kg

4800

Client's database
call center

8600

E-mail newsletter

5

Radio stations

10000

Informational leaflets

7

Country- advertising
in social media
networks

18

Websites

7

Target advertising

1500

Mailing

3

Press

9

TV channels

21

LED screens
in Bishkek

8

Magazines

Information support:



BEAUTY EXPO 2020

**The 5th International
Specialized Exhibition
of the Beauty Industry**

September 2020

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