



COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



COSMOPACK NEW YORK SYMPOSIUM 2014 - Agenda
22nd – 23rd SEPTEMBER 2014
Trump Soho Hotel – NYC

Last update: 11th September 2014

September 21st

6.00pm – 7.30 pm Welcome Cocktail
With the participation of: participating companies, Italian press
Sohi Room Ballroom (46th Floor)

Free Dinner

September 22nd

SEMINAR'S VENUE: Soho Ballroom (3rd Floor)
Guests registration from 9.00am

10.00am – 10.15am Introduction and overview
Speakers:
Enrico Zannini – Cosmoprof Bologna Worldwide Director
Barbara Salimbeni – International Marketing Director Cosmoprof Worldwide
Bologna
Daniela Ciocan – US Marketing Director



COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



Video presentation of Cosmopack

Introduced by: Dr. Brooke Carlson –Fashion Institute of Technology, School of Graduate Studies, Cosmetics and Fragrance Master's program

Dr. Brooke Carlson has over 22 years of executive marketing and general management experience in the beauty industry. Today she is a full-time faculty member at the Fashion Institute of Technology in NYC. Prior to joining academia she was VP of Conair Professional Division; Senior VP of Matrix; and VP and GM of L'Oreal Technique. Other past roles included VP and GM of Artec, a growing cult salon brand acquired by L'Oreal in 2002; Director of Marketing at Zotos, a division of Shiseido as well as Assistant VP at Parfums de Coeur.

Dr. Brooke Carlson was the recipient of "The Estee Lauder Companies Faculty Leadership Award", FIT Cosmetics & Fragrance Marketing and Management MPS Program, 2011; Recipient of "The Learner Award", 2009, La James International College "For Outstanding Commitment to the Learner"; and she was also the External Examiner for FIT's Cosmetics and Fragrance Marketing undergraduate program's academic review in 2006.

10.15am – 10.30am Euromonitor International Presentation

Abstract of the research commissioned by Cosmopack : "Opportunity to growth in the North American market"

10.30am – 11.00am ICMAD Seminar: "Are you ready to export in the US?"

It illustrates key points in selling into the American market with focus on regulations, claims, intellectual property / patents key topics for manufacturers.

11.00am – 11.30am Coffee Break at Hudson Foyer

11.30am – 11.45am Welcome Message

Speakers:

Duccio Campagnoli – President of BolognaFiere

Fabio Rossello – President of Cosmetica Italia

Matteo Moretti – President of Polo Tecnologico della Cosmesi

IMAGE & COMMUNICATION
Paolo Landi | paolo.landini@cosmoprof.it
UFFICIO STAMPA
Arianna Rizzi | arianna.rizzi@cosmoprof.it
Tel. 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE
Isabella Bonvicini
Tel. 051 28 22 61 | 335 79 95 370
isabella.bonvicini@bolognafiere.it

www.cosmoprof.com
Organizzato da - SoGeCos s.p.a. company of




COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



11.45am – 12.10pm “Excellence Made in Italy: from formulation to packaging to full service”

A round-table discussion focused on the reasons why 65% of worldwide make up from formulation to packaging to full service is produced in Italy.

Hosted by: Gianfranco Fabi – Columnist of Il Sole 24 Ore

After a degree in Political Science and 7 years of experience in “Il Giornale del Popolo”, a daily magazine in Lugano (from 1972 to 1979), he joined the “Il Sole 24 Ore” in 1979, as staffer on the financial, cultural and economic pages, then chief reporter of the section “Economia Italiana”, and finally sub-editor. He then became deputy editor-in-chief “Mondo Economico” (weekly magazine, Il Sole 24 ore Group) and senior deputy editor-in-chief of “Il Sole 24 Ore”. He also has been working as editor for Radio 24, and he gave lectures in economic subjects on the master course of communication at the Catholic University in Milan. At present he is an independent journalist collaborating as columnist at “Il Sole 24 Ore”. He contributes as well for newspapers and radio in Italy and Switzerland.

With the participation of:

Renato Ancorotti – President of Ancorotti Group

In 1984, Renato Ancorotti, a young entrepreneur from the pharmaceuticals sector, sensing the importance of decentralized cosmetic make-up production, founded Gamma Croma, a contract manufacturer that rapidly became a worldwide leader in make-up production, so that in 2008 it was the second worldwide player in its production sector. After a life spent among cosmetics, in 2009 he decided to create a new company, Ancorotti Cosmetics, together with his daughter Enrica. The company is entirely committed and deeply specialized in the production of mascara, which is the most delicate make-up product because of the difficulty in reaching a balance among brush, packaging and formulation.

Cinzia Bessi – Vice President Brivaplast Group

Cinzia Bessi began to work in Brivaplast in 2013 as Marketing Director for Brivaplast Group. The company, which was founded in 1966, is recognized as a protagonist of the international beauty market for innovative technologies, research and development, and its strategic decision to focus its production on make-up products (above all mascara, gloss, lipstick and eyeliner), with collaborations in US, Australia and Asia. Mrs Bessi has also served for Toshiba Electronics and Oregon Scientific as Country Manager and European B2B Manager, collaborating also with Philippe Starck and Ferrari for special projects.

IMAGE & COMMUNICATION
Paolo Landi | paolo.landini@cosmoprof.it
UFFICIO STAMPA
Arianna Rizzi | arianna.rizzi@cosmoprof.it
Tel. 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE
Isabella Bonvicini
Tel. 051 28 22 61 | 335 79 95 370
isabella.bonvicini@bolognafiere.it

www.cosmoprof.com
Organizzato da - SoGeCos s.p.a. company of




COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



Valentina Marchesini – Marketing Manager of Marchesini Group

Mrs Marchesini is Marketing and Communication manager in Marchesini Group, the company founded by her grandfather Massimo Marchesini in 1974 in Pianoro, in the province of Bologna, Italy. The company is recognized as one of the most important reference names in the field of pharmaceutical and cosmetic packaging machinery in the world, thanks to the high quality standard of its production, entirely focused on Italy. Valentina Marchesini also serves for associations and initiatives pushing youth employment and the economic development of her region. In 2009 she founded Myrmica, an association which aims to give young people the opportunity to enter the industrial world. She is also Vice President of the Young Entrepreneurs Association of Bologna.

Lee Rizzuto – Vice President of Conair

Under the leadership of Lee Rizzuto, Jr., the Conair Corporation has launched over 1,000 new products, many of them exceeding several million units. Mr Rizzuto has held various positions at Conair, including Senior Vice President Professional Global Buss Units, Vice President New Products, Director Marketing Consumer Appliance Division and Director Marketing Profession Division. He has also served as Chairman of the PBA Board of Directors of North American Beauty Events (NABE). He served on many boards in the past as well, including: Chairman of the Professional Beauty Association; President of the PBA Manufactures Council; and Board Member ABA. He also provides his expertise to many nonprofit organizations, including the Council of Italian American Organizations (CIAO). He is Chairman of Italian Center Cultural Council and supports Abilis Employment Services and Jobs for people with disabilities.

12.10pm – 12.45pm “View from the top: the recipe for success”

Round-table hosted by ICMAD about the importance of suppliers and the role of innovative packaging and formula in the success of a beauty brand

Hosted by: Pamela Jo Busiek – President & CEO of ICMAD

President and CEO of ICMAD since July 2011, she has served on the Board of Directors for four years including acting as President of the association. Ms Busiek has been in the beauty industry for more than 38 years and served as President of CBI Laboratories for five years. She created and marketed her own international skincare and vitamin line under The Solutions Companies. Ms Busiek's passion is quality and excellence that were cultivated through her initial exposure to the beauty world as a graduate of the Neiman Marcus Executive Training Program. She is an international speaker on the benefits of private label, advocacy and business growth. She attended Southern Methodist University and graduated with a business degree with a concentration in Economics and Marketing.

IMAGE & COMMUNICATION
Paolo Landi | paolo.landini@cosmoprof.it
UFFICIO STAMPA
Arianna Rizzi | arianna.rizzi@cosmoprof.it
Tel. 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE
Isabella Bonvicini
Tel. 051 28 22 61 | 335 79 95 370
isabella.bonvicini@bolognafiere.it

www.cosmoprof.com
Organizzato da - SoGeCos s.p.a. company of




COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



With the participation of:

Robb Akridge – Senior Vice President and Global General Manager of Clarisonic and ICMAD Chairman

Robb Akridge is co-founder of Pacific Bioscience Laboratories, makers of the Clarisonic Sonic Skin Cleansing System and Opal Sonic Infusion System. His mission is to develop technologically advanced and clinically proven products that make a clear difference in skin care, health and beauty.

In his current role, Mr Akridge is Senior Vice President and Global General Manager of Clarisonic. He is responsible for the global expansion of the Clarisonic brand as well as new product development and international marketing. Prior to his new role, he served as Vice President of Clinical Research for Clarisonic. He is a member of many professional organizations including the American Academy of Dermatology as an Adjunct Research Member as well as serving as a board member for the ICMAD (Independent Cosmetic Manufacturers and Distributors).

Sharon Blinkoff – Attorney of Edwards Wildman Palmer LLP

Sharon Blinkoff is an attorney in the New York office of Edwards Wildman Palmer LLP. Her practice concentrates on FDA and FTC regulatory matters and the distribution of regulated products, including intellectual property matters. She has counseled clients on a wide range of FDA-regulated areas, including cosmetics, medical devices, dietary supplements and stem cell research. She is currently Secretary of ICMAD and Chair of the Government Relations Committee.

Elana Drell Szyfer – CEO at Laura Geller Founder

In her role as CEO, Elana is charged with driving Laura Geller Beauty's current image revamp and expansion into additional brick and mortar locations, both domestically and globally, as well as focusing on new product and technology innovations, while continuing to grow the QVC business globally. Ms Drell Szyfer brings more than two decades of experience in the beauty industry, working at major category players such as Estée Lauder, L'Oréal and Avon. At Estée Lauder she held the role of SVP President of global marketing for the Estée Lauder brand, and prior to that, VP of global marketing at Prescriptives. She then spent three years at AHAVA Dead Sea Laboratories, where she was CEO, globally. Most recently, she was EVP, global brand strategy at Kenneth Cole Productions. In addition to her new post at Laura Geller Beauty, she will hold an operating advisor role at Tengram Capital Partners.

IMAGE & COMMUNICATION

Paolo Landi | paolo.land@cosmoprof.it

UFFICIO STAMPA

Arianna Rizzi | arianna.rizzi@cosmoprof.it

Tel. 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE

Isabella Bonvicini

Tel. 051 28 22 61 | 335 79 95 370

isabella.bonvicini@bolognafiere.it

www.cosmoprof.com

Organizzato da - SoGeCos s.p.a. company of





COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



Kyan Feyzgiu – General Manager Gotha Cosmetics

Kyan Feyzgiu was elected CEO & General Manager of Gotha Cosmetics in June 2007. Starting as a financial advisor in 2006, Kyan is responsible for the global growth of one of the fastest growing innovative Italian color cosmetic manufacturing companies. Kyan is charged with leading the company's vision with strong and innovative formulations, expanding the company globally to wider consumer reach, and bringing long-term growth by manufacturing products that are state of the art. Kyan's vast experience in Direct TV Sales, and Finance have had a significant influence on key strategic initiatives, including global standardization of core systems and processes in different regions and markets, launching in 2014 the brand-new Skincare manufacturing division. Under his leadership, Gotha Cosmetics has successfully grown substantially in staff and sales, building a strong presence in the U.S market. Kyan is a graduate of International Management and Finance in Switzerland and is an active member of various non-profit organizations.

Ian Ginsberg - President of C.O. Bigelow Apothecaries

Ian Ginsberg is the current Chairman of the Board of the Independent Cosmetic Manufacturers and Distributors Association and has been a board member since 1995. He has been a guest speaker at New York University's Berkley Center for Entrepreneurial Studies and the Arnold and Marie Schwartz College of Pharmacy and Health Sciences of Long Island University as well as WWD Beauty Summit, HBA Global and Cosmoprof. Ian is also involved in many philanthropic activities. In 2003 he created an apothecary line of products, C.O. Bigelow's Personal Care Collection. Mr Ginsberg and the Bath and Body Works team worked together for years to develop a unique range of skin care products for the face and body. These tried and true formulas have been trusted by women through the ages and have been perfected for today's modern consumer.

Jane Iredale – President of Iredale Cosmetics and ICMAD Board Member

Ms Jane Iredale founded Iredale Mineral Cosmetics, Ltd. In 1994 and was then first to supply the aesthetics industry and physicians with a full line of make-up based on minerals that was good for the skin. She has worked with world-renowned plastic surgeons and dermatologists in the development of her line and lectures all over the world on its benefits. Before she formed her cosmetics company in 1994, Ms. Iredale's background was in film, theatre and television working as Casting Director and Producer with much recognition including awards such as Emmy and George Foster Peabody. She is currently an active board member of ICMAD.

IMAGE & COMMUNICATION
Paolo Landi | paolo.landini@cosmoprof.it
UFFICIO STAMPA
Arianna Rizzi | arianna.rizzi@cosmoprof.it
Tel. 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE
Isabella Bonvicini
Tel. 051 28 22 61 | 335 79 95 370
isabella.bonvicini@bolognafiere.it

www.cosmoprof.com
Organizzato da - SoGeCos s.p.a. company of




COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



Anastasia Soare – Anastasia Cosmetics Founder

Anastasia Soare, founder and CEO of Anastasia Beverly Hills, has achieved iconic status in the beauty industry as The Definitive Brow and Eye Expert. After opening her first salon, Anastasia Beverly Hills, in 1997, it quickly became the go-to beauty destination for supermodels and actresses alike. In the years following, Anastasia Beverly Hills reached mainstream notoriety by creating the largest assortment of award-winning eyebrow products and some of the world's best-selling brow pencils on the market today. Pro artists, beauty editors, the biggest bloggers, and women all over the world look to Anastasia Beverly Hills as the authority in beauty.

- 1.00pm – 2.00pm Lunch buffet at Hudson Foyer/Spring Terrace
- 2.30pm – 6.30pm **Buyers and companies meetings (speed dating format)**
Venue: Soho Ballroom / Hudson Square (3rd Floor)
Coffee station available all the time
- 2.30pm – 3.45pm **Presentation to the specialized press of the companies participating to the Symposium**
Introduced by: Dr. Brooke Carlson –Fashion Institute of Technology, School of Graduate Studies, Cosmetics and Fragrance Master's program
Venue: Tribeca Room (3rd Floor)
- 3.45pm – 5.45pm **One-to-One Press interviews to President Duccio Campagnoli**
Venue: Trump Boardroom (3rd Floor)
One-to-One interviews with selected companies
Venue: Tribeca Foyer (3rd Floor)
- 8.00pm **Gala Dinner**
Venue: Soho Ballroom (3rd Floor)



COSMOPACK
SOLUTIONS FOR THE BEAUTY INDUSTRY

COSMOPROF
WORLDWIDE BOLOGNA



September 23rd

9.30am Welcome Coffee in Sohi Ballroom (46th Floor)

10.00am – 11.30am Venue: Soho II (3rd Floor)

Sum-up Workshop

Hosted by: Gianfranco Fabi – Columnist of Il Sole 24 Ore

Rossano Bozzi – Cosmopack Director

Speaking: 4 representatives of each sector

Project's Development

Speaker: Enrico Zannini – Cosmoprof Worldwide Bologna Director

Distribution of communication materials.

CONTACTS:

TRUMP SOHO HOTEL

246 Spring Street New York 10013 NY

For media enquires please contact:

- **Paolo Landi** +39 335 727 1810
- **Susan Bang** -----

IMAGE & COMMUNICATION
Paolo Landi | paolo.land@cosmoprof.it
UFFICIO STAMPA
Arianna Rizzi | arianna.rizzi@cosmoprof.it
Tel. 02 45 47 08 253

PRESS OFFICE BOLOGNAFIERE
Isabella Bonvicini
Tel. 051 28 22 61 | 335 79 95 370
isabella.bonvicini@bolognafiere.it

www.cosmoprof.com
Organizzato da - SoGeCos s.p.a. company of
