



## Professional Beauty India 2007

The 2<sup>nd</sup> edition of Professional Beauty India came to a close with 3,286 trade visitors having visited the show over the 3 days, representing a 31% increase in the visitor turnout compared to the last edition. The event saw participation of 75 companies from 12 countries. The hi-lights of the event included the first India Cup Open – Hair & Beauty Competition, the second edition of the Spa Strategy Conference, Seminars on Crystal therapy, Franchising, Make-up, Skin care, Nailart and Product demonstrations. The event was supported by the National Hairdressers & Beauticians Association (NHBA), All India Beauticians & Hairdressers Association (AIBHA), Franchising Association of India (FAI), Indo-German Chamber of Commerce (IGCC), Birmingham Chamber of Commerce & Industry (BCCI) and ITEC (UK).

The exhibition saw an increased number of exhibitors from Europe this year with more equipment companies displaying their products. The presence of a good number of nail art companies at the event only strengthens the fact that this sector will see a rapid growth in India in the coming years.

Eminent personalities including Ahmed Habib, Javed Habib, Greet Sommers, Blossom Kocchar, Sylvie and Samantha Kocchar attended the exhibition. The exhibitors got a very good response and over 75% of the exhibitors have already re-confirmed their participation for the next edition of the event scheduled from 30 Nov – 2 Dec 2008.

Professional Beauty India aimed at bringing together the entire spectrum of the beauty industry, showcased professional beauty treatments, spa and massage, holistic treatments and wellbeing products, nail care, hair care, retail beauty products and industry suppliers of ingredients and machinery. Professional Beauty India, 2007 was a one stop shop for all professionals whose business is related to the beauty industry. Professional Beauty India as the mega event of the Indian beauty industry also showcased the 2<sup>nd</sup> edition of **asiaSpa & Wellness Expo** - India's only dedicated Spa exhibition.

The 2008 edition apart from hosting the asiaSpa & Wellness Expo will see the addition of Fitness and Body Beautiful Pro sections to the exhibition. This has been done keeping in mind the growing market demand for professional equipment for fitness and surgical / non surgical beauty treatments. The organizers Expomedia Events India also announced that the exhibition will be also be held in Mumbai in the first week of October from 2008 onwards.

Both the Delhi and Mumbai editions will feature hair & beauty competitions in association with National Hairdressers and Beauticians Association and seminars and workshops in association with ITEC, UK making the events a must attend for the knowledge savvy beauty professionals. The events in 2008 continue to be supported by the All India Beauty Specialists and Hairdressers Association (AIBHA) and the Indo-German Chamber of Commerce (IGCC).

Professional Beauty India remains THE definitive exhibition for beauty industry for companies looking at entering / capturing or enhancing their presence in the Indian market. For further details contact the organisers at [beauty@eme-india.com](mailto:beauty@eme-india.com).

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Note on organizers:

**Expomedia Events India (P) Ltd. (EME India)** is the Indian exhibition organizing division of the Expomedia Group plc. Organising its own events in partnership with some of the world's leading exhibition organizers and media groups, EME India offers a wealth of international exhibition and event organising experience coupled with the strength of established local sales, marketing and technical operations with unrivalled knowledge of the market. As part of the Expomedia Group, EME India can draw on the considerable expertise of the Group and its worldwide network. Expomedia Group plc is a London-based international prosumer media group with interests in exhibitions, conferences, venue management and related publishing. The Group develops and manages the EXPO XXI International Expocentres, a chain of state-of-the-art exhibition and conference centres, across key markets and provides event organizing services to international companies wishing to enter these markets. The Group currently concentrates on its core territories of Poland, Russia, India, UK, Germany and Hungary and has licensed its brands into Croatia, France, Spain and Serbia. Expomedia has over 450 employees across its markets and organises over 450 conferences and 60 international exhibitions annually.

For further details contact:

Rajnish Sinha  
Manager- Marketing  
Expomedia Events India  
Somdatt Tower, K-2, Sector-18  
Noida, India  
Phone No.0120-2516110, 2516144