



# FCE COSMETIQUE

24<sup>th</sup> International Exhibition of Technology for the Cosmetic Industry

MAY  
21-23  
SÃO PAULO EXPO  
2019

# Post Show

REPORT  
2019

[WWW.FCECOSMETIQUE.COM.BR](http://WWW.FCECOSMETIQUE.COM.BR)



# FCE COSMETIQUE CELEBRATES THE SUCCESS OF THE NEW ATTRACTIONS AND THE PRESENCE OF MORE THAN 16,500 VISITORS

In the 24th anniversary, FCE Cosmetique decided to innovate. In addition to presenting industry news, the event presented unprecedented experiences to its more than 16,500 visitors.

FCE Cosmetique is the main commercial platform of the cosmetics sector in Latin America and the only fair that covers all stages of development and production, presenting everything from raw materials, packaging, and machinery to accessories, aromas, and services. FCE Cosmetique has another great peculiarity, as the event occurs a few weeks after the main product launches in Europe, that is, it is a mirror for the Brazilian market. It also offers expert content with lectures given by renowned professionals, including in the international scope.



It's part of our DNA to surprise the market. We seek to develop successful initiatives, bet on novelties that improve the visitor experience, and boost market development. We received a very positive feedback from investments in 2019 and we feel very proud, especially coming from a highly qualified audience.

**João Paulo Picolo**  
CEO of NürnbergMesse Brazil

## EVENT SECTORS



RAW MATERIALS



MACHINERY  
& EQUIPMENT



PACKING, VALVES  
& SPRAYS



FRAGRANCES



ACCESSORIES  
& SERVICES



OUTSOURCING

# LAST EDITION DATA

more than  
**1,100**  
brands

more than  
**40,000**  
SQM

more than  
**16.500**  
visitors



Dinaco is always very aware of international trends. This is due to the fact that we participate in several international fairs and our represented companies bring many new products.

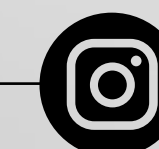
FCE always brings good results for the company. It helps us to be connected to the market and to talk to the client

**Viviane Gandelman**  
Supply Chain Manager at Dinaco

## SOCIAL MEDIA

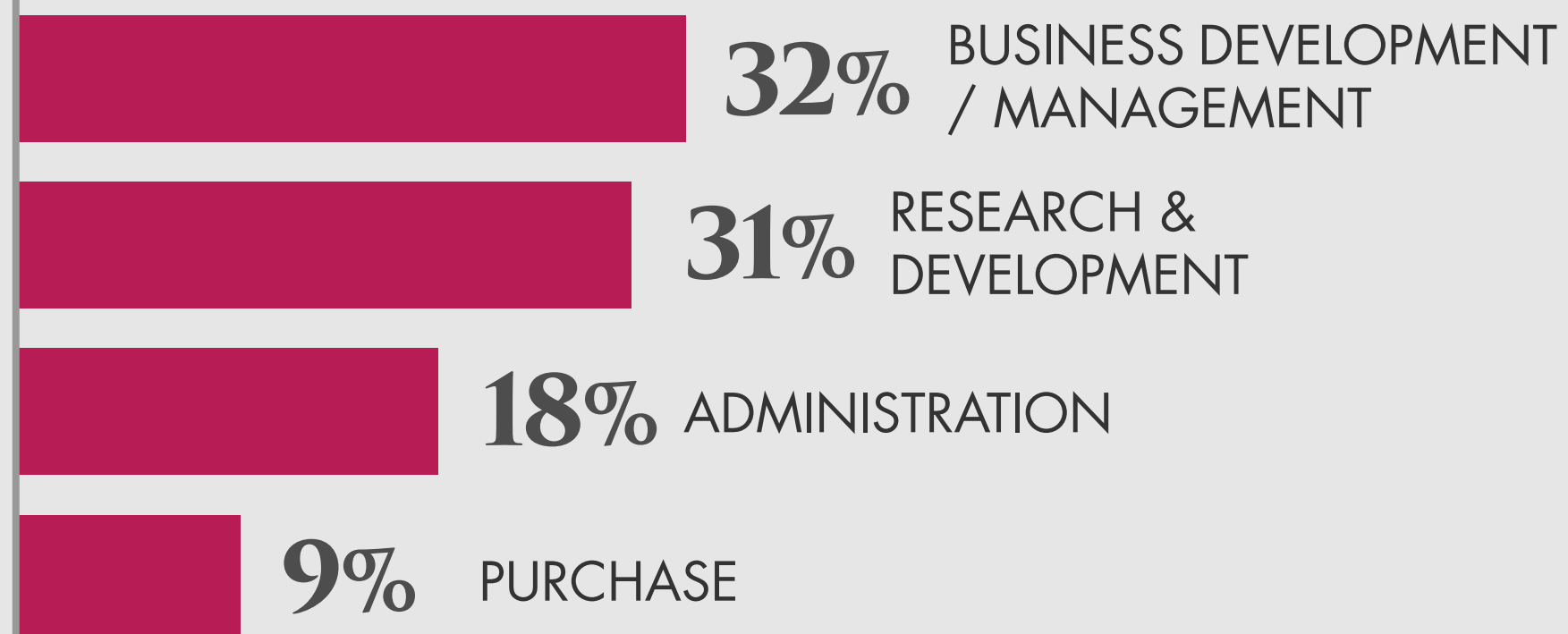
+**240** posts

**227.804**  
people reached



# VISITOR'S PROFILE

## FIELD OF ACTION



92%

ARE PLEASED WITH THE EVENT

81%

ARE PART OF THE PURCHASING PROCESS AT THE COMPANY

57%

ARE IN POSITIONS OF TRUST

## VISITOR INTERESTS



PACKING, VALVES & SPRAYS



RAW MATERIALS

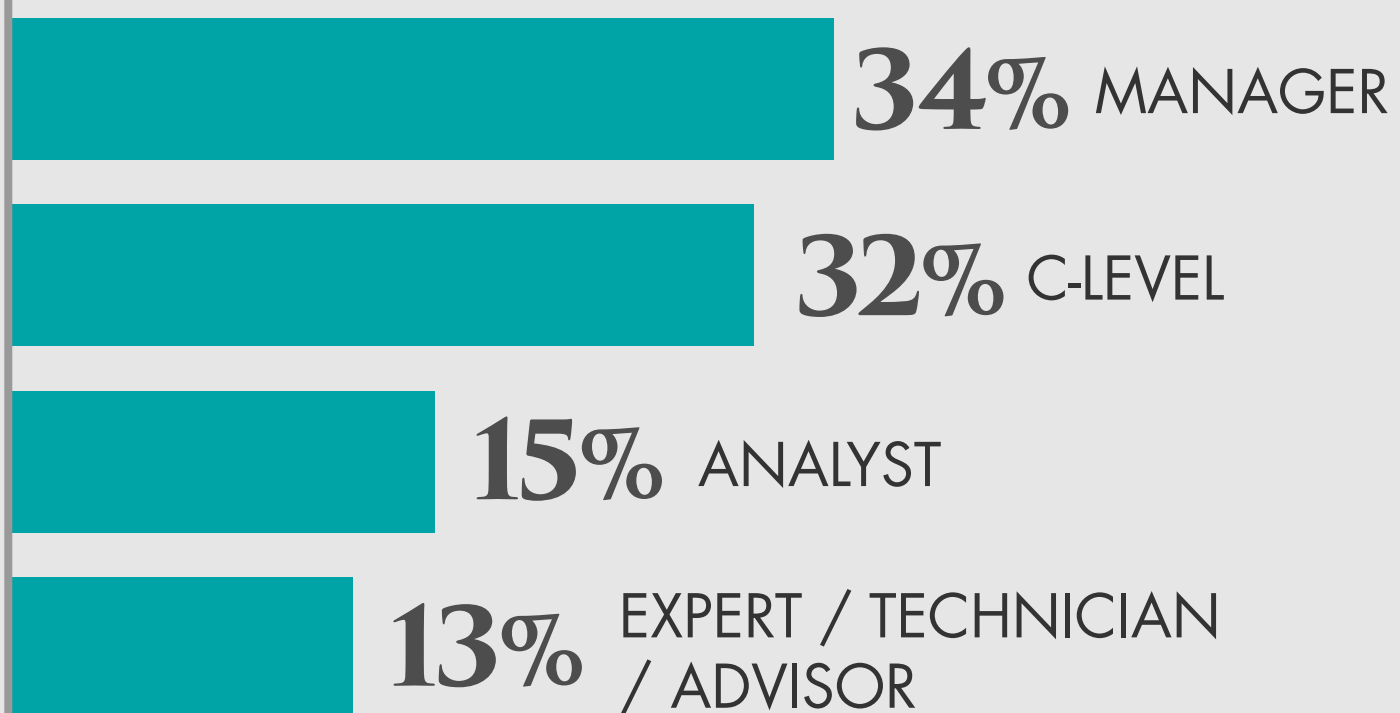


FRAGRANCES



MACHINERY & EQUIPMENT

## JOB TITLE



## MAIN OBJECTIVES OF THE VISITORS



SEARCH NEW PRODUCTS AND LAUNCHES



SEARCH NEW SUPPLIERS



INCREASE NETWORKING WITH SECTOR PROFESSIONALS

53%

FCE COSMETIQUE'S INTERNATIONAL VISITORS COME FROM LATIN AMERICA.



**The event more than lived up to the expectations.**

We had a lot of movement in our stand. We received clients from all over Brazil, the Northeast Region, the South Region. And they're really interested in our products and ingredients

**Juliana Seabra**  
Marketing Manager at Cosmotec

# EXHIBITOR'S PROFILE



# 95%

ARE PLEASED WITH  
FCE COSMETIQUE



# 95%

ARE PLEASED WITH  
THE QUALITY AND  
PURCHASE POWER  
OF VISITORS

## MAIN OBJECTIVES WHEN PARTICIPATING



CUSTOMER RELATIONSHIP



PROMOTE THE BRAND/PRODUCT



INCREASE MARKET SHARE



Each fair is an excellent opportunity to congregate. Being at FCE is an opportunity to be with your networking. Partners get together, competitors get together. Therefore, the market as a whole has the opportunity to meet in one place. This is always valid for all parts

**Tatiane Paixão**  
Communication Manager at CHEMYUNION

MORE THAN  
*29 hours*  
OF CONTENT

FCE Cosmetique 2019 was full of new items that made the visitor experience much more optimized and with a relevant content for professional update.

**The satisfaction with parallel events reached 84% of participants!**



# FCE Cosmetique held the largest Latin American Cosmetic Congress

**400**  
DELEGATES



STARTUPS



LARGE  
INDUSTRIES

RAW MATERIALS, PACKAGING, AROMAS,  
SERVICES, AND OTHER SEGMENTS OF THE  
PRODUCTION CHAIN



It is very important for us to collaborate, together with ABC, for the realization of COLAMIQC in Brazil. I think the congress comes at a time when the cosmetics industry is looking for innovation and new possibilities to boost the growth of the sector.

**Diego Carvalho**  
Director at FCE Cosmetique

Talk SCIENCE

700  
PARTICIPANTS  
OVER 3 DAYS

30  
SPEAKERS



This is the importance of being here:  
having the opportunity to update  
and establish partnerships.

**Wania Renata dos Santos**  
Manager from the Viral Vaccine Department  
of Bio-Manguinhos (Fiocruz)

LET'S [science.talknmb.com.br](http://science.talknmb.com.br)  
TALK





## Business Matchmaking

**14**

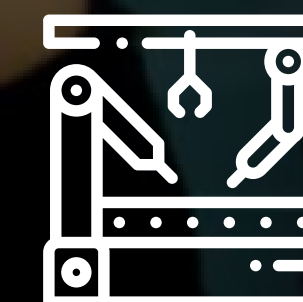
**EXHIBITORS**

**37**

**QUALIFIED  
BUYERS**

**222**

**MEETINGS**



**BUSINESS ROUND FOR PRODUCERS AND  
BUYERS OF COSMETIC RAW MATERIALS.**

**R\$ 16,100,000.00**  
**IN BUSINESSES**

**AMONG THE BIG BUYERS,  
NAMES SUCH AS**

**Natura • Roche • Aché •  
The Body Shop • Truss**

## Logitech Science

**+100**  
PARTICIPANTS

**+8** HOURS OF  
CONTENT

**EXHIBITION  
AND CONGRESS  
FOCUSED ON  
LOGISTICS**

**KEYNOTES HIGHLIGHT**

**DHL**

**IBM**

**ups**



New technologies are the key to the future. And many companies still don't use them to their advantage. You need to accelerate any change in business behavior

**Thorsten Roggenbuck**

Vice-president of Life Sciences & Healthcare at DHL Supply Chain

**LOGITECH**  
SCIENCE



## R&D Academy

**+250**  
PARTICIPANTS



**INDEPENDENT COMMUNICATION  
AND AUTOMATED PROCESSES**



**A FUTURE LABORATORY WITH  
INDUSTRIAL TECHNOLOGIES 4.0**

## Innovation Center



We present to the market what we have and what to expect. We talked technically and showed how each product works, how it is applied, how it is removed, and what the consumer will feel on their skin. It's an innovation in the interaction with the public

**Douglas Vocci**  
Director at Focus Química

**+200**  
MARKETING AND  
R&D PROFESSIONALS

**SENSORIAL AND  
DEMONSTRATIVE  
EXPERIENCES**

## Hospitality Class

**+240**

**VISITORS FROM THE  
MAIN INDUSTRIES  
OF THE SECTOR**

**4 HOURS**

**OF PRESENTATION OF MAIN  
CONSULTING COMPANIES IN  
BRAZIL**

# MEDIA OUTREACH



**261 = 4.304.473**  
**INSERTIONS PEOPLE REACHED**

**MEDIA RETURN**  
**R\$ 7.279.880,68**

## MEDIA PARTNERS

**COSMETIC INNOVATION**  
KNOW MORE. CREATE MORE.

**INSTITUTO DE EMBALAGENS\***  
Ensino & Pesquisa

**Cosmetics & Toiletries**  
Brasil

**hpicindia**  
Home, Personal & Institutional Care India

ATUALIDADE  
**COSMÉTICA**

**Cosmetics**  
design.com | USA

**Pharmaceutical Technology**  
EDIÇÕES VR Brasil

**HC** household & cosméticos

**guiamarítimo**  
a ferramenta do comércio exterior

**BW**  
CONFIDENTIAL

REVISTA **química e derivados**  
www.quimica.com.br

brazil **BEAUTY** news

premium **BEAUTY** news

REVISTA **FROTA & MERCADO**

# STRATEGIC PARTNERS

## GLOBAL PARTNERSHIP



## EXCLUSIVE PARTNERSHIP



## PARTNER:



## EXCLUSIVE SUPPORT



## INSTITUTIONAL SUPPORT



## SUPPORT MEETING OF BUSINESS:



## OFFICIAL MEDIA:



## MARKET INTELLIGENCE:



## CONTENT PARTNER:



BE PART OF THE HISTORICAL 25<sup>TH</sup> EDITION OF FCE COSMETIQUE!



# FCECOSMETIQUE

FINE CHEMICAL ENGINEERING

JUNE  
02-04

2020

São Paulo Expo

25 years stimulating business!

Contact our sales team and check out the best solutions to promote your products and generate business for your company.

fcecosmetique@nm-brasil.com.br  
+55 11 3205-5016

Organization & Promotion



Exclusive Partnership



Exclusive Support



Parallel Event



Venue



fcecosmetique.com.br