

2009 Mondial Spa & Beauté: success recipe

From 14th to 16th of March 2009, the fourth edition of Mondial Spa & Beauté exhibition has taken over the Palais des Congrès in Paris. Dedicated to the spa, wellness, beauty and cosmetics professionals, the exhibition has gathered 12722 visitors in search of innovations, networking and exchanges.

The choice of a strong corporate identity

There is no doubt that the growing success of the event is due to its specific trademarks: Indeed, Mondial Spa & Beauté is an appropriate mix of an upmarket, friendly and human sized event conceived for business project holder.

Especially for this fourth edition, the most favourable conditions have been brought together enabling exhibitors and visitors to share ideas and know-how, to cease market evolution and tight up fruitful business relationships: technical demos have been widely promoted, booths set up to encourage meetings and discussions has contributed to the enthusiastic atmosphere.

Brands attendance

The biggest brands, the most famous cosmetics laboratories, spa equipments companies, training centres, French and foreign wellness specialists have chosen to attend Mondial Spa & Beauté 2009. The competence and commitment of the exhibitors did honour to the whole profession, all style conscious to set up amazing booths.

Beauty Spa Xpert Event

As every year within Mondial Spa & Beauté exhibition, a double bilingual (french/english) cycle of conferences (spa & beauty) on a free access basis has been held. This event is now carrying the name of Beauty Spa Xpert Event and has offered to the participants the opportunity to meet with the most famous experts in the field of spa, wellness, beauty and cosmetic.

The conferences have allowed hoteliers, investors, directors and spa managers as well as beauty salons willing to switch to spa, to benefit from international experts' advices to carry out their projects.

The participants have had a clear view of the latest trends, found new marketing solutions as well as got clues to lead their teams or setting up innovative protocols.

Support to national and international press

A large number of national and international medias eager to visit the fourth Mondial Spa & Beauté have been taken care of.

A very comfortable press center was set up enabling the journalists to collect press files, targeted information, and benefit from a permanent wifi access. Thus, they were able to enjoy a cup of coffee apart from the exhibition excitement.

Landmark event of the beauty sector

The previous edition of Mondial Spa & Beauté had been remarkable. Young and innovative, the exhibition had aroused interest among the spa, wellness, beauty and cosmetics industry. Every one had been able to benefit from the event. This 2009 edition has hallowed the event as challenger and is now the reference of the sector in France and beyond the frontiers. In such a current uncertain context Mondial Spa & Beauté is now undoubtedly the landmark event of the professional sectors.

Destination: Moscow

The growing success of Mondial Spa & Beauté exhibition in Paris has led Promep company to organize the sister event in Moscow to be held in September 24-26, 2009 under the name Spa & Beauty Russia.

Within the Expocenter, ideally located in the heart of Moscow, two exhibition areas (Spa Zone and Beauty Zone) will allow all type of activities to be represented and enhanced: products, concepts and spa equipment, cosmetics, nails, accessories.

The launch of Spa & Beauty Russia matches with the entry of the russian and east european markets into a maturing stage of supply and demand. This situation leads the treatment care market to become more democratic, just like the whole continent.

Spa & Beauty Russia, relying on Mondial Spa & Beauté success as well as Cabines Russia reputation (created in 2001) intends to help and support french and european brands to take benefit from specific and important evolutions.