

Invitation

Polo Cosmesi

You are cordially invited to attend the third edition of Innovation Day

November 8th,

From 9 to 18

at the

Showroom Autotorino Concessionaria BMW & Mini Via Milano, 77 - Crema

Insights into market trends, conferences, B2B meetings, innovative projects, research and solutions that will shape the cosmetic chain of the future.

Registration

www.poloinnovationday.com

Program

09.00

Entrance and registration

Welcome speech and show opening

09.45

SPEECH

Valerio De Molli

Managing Partner and CEO The European House - Ambrosetti

10.40

COMPANY PRESENTATIONS

Omron, Euroflux, Mitsubishi

SPEECH

Beauty Cluster Barcelona and Cosmetic Valley

11.35

SPEECH

Gérald Martines - In-Signes Major innovations that will transform the cosmetic industry in the near future

12.00

ROUND TABLE

Packaging Innovations

Philippe de Brugière

Innovation Director L'Occitane

Thierry de Baschmakoff

Designer

Anna Maria Ganassini

Vice President Istituto Ganassini

MODERATOR:

Andrea Cabrini

Managing Editor Class Cnbc

12.45

Official Moment

13.00

Lunch

TRENDS SHOW BY BEAUTYSTREAMS

Michele Superchi

Marketing & Sales Manager

14.25

SPEECH

Simon Liu

Marketing Manager Chindo

Co-speaker Angelo Faravelli

Partner MCI Brand Appeal

New makeup consumers rise in China. Why chinese and asian market is the place to be for an european growing company.

14.40

Hairstylist show

14.50

COMPANY PRESENTATIONS

Green Oleo, Copan, Sinergest

15.35

SPEECH

Gerardo Maria Priore

Innovation & Trends Manager Cosnova

Why you need it? The reason why we will stop buying from beauty brands.

15.55

Makeup artist show

16.00

SPEECH

Jean-Yves Bourgeois

JYB Conseils

Key insights and makeup innovations around the world. What is happening in our industry around the world?

16.25

ROUND TABLE

Makeup & skin care innovations GUESTS:

Alessandro Palmitano

Development & QA Manager Collistar

Leila Rochet-Podvin

CEO and Founder Cosmetics Inspiration & Creation

Luisa Oliva

International Consultant in cosmetics and a formulation expert

Aimara Coupet

Creator Belle Radience

Vanessa Desoeuvre

Chef de projet Innovation Formulation Maquillage Yves Rocher

Michela Marra

Beauty Editor Freelance

MODERATOR:

Jean-Yves Bourgeois

JYB Conseils

17.20

IN CONCLUSION

Packaging, makeup and skin care... When the supply chain makes the difference

Matteo Moretti

President Polo della Cosmesi

17.35

Innovation Awards e Closing words

An Event by

Associazione Polo della Cosmesi



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