

COSMOTALKS CALENDAR / 14-16 MARCH 2019
STAGE 1 – STAGE 2
SERVICE CENTER – BOLOGNAFIERE FAIRGROUND

(As of 22/11/2018)

THURSDAY, 14 MARCH

10:45 – 11:30

Stage 1 (Service Center)

“SUSTAINABILITY NOW & NEXT”

Partner: WGSN

11:15 – 12:45

Stage 2 (Service Center)

“IMPACT x BEAUTY”

Partner: SPARKNEWS

12:00 – 12:45

Stage 1 (Service Center)

“THE FUTURE OF COSMETIC INGREDIENTS – 2019 AND BEYOND”

Partner: BUSINESS SWEDEN

13:15 – 14:00

Stage 1 (Service Center)

“ECOLOGICAL NATIVES: REDEFINING SUSTAINABILITY FOR THE FUTURE OF YOUR BRAND, FROM KEY TRENDS TO CREATIVE CONCEPTS”

Partner: PECLERSPARIS

13:30 – 15:00

Stage 2 (Service Center)

“BEAUTY’S DIGITAL ERA: THE POWER OF SOCIAL MEDIA & INFLUENCER MARKETING TODAY”

Partner: LAUNCHMETRICS

14:30 – 15:15

Stage 1 (Service Center)

“THE COSMOPROF TRENDS REPORT: BOLOGNA 2019”

Partner: BEAUTYSTREAMS

15:30 – 17:00

Stage 2 (Service Center)

“E x BEAUTY”

15:45 – 16:30

Stage 1 (Service Center)

“GOING CLEAN: BRANDS AND DISTRIBUTION CHANNELS”

Partner: ECOVIA INTELLIGENCE

17:00 – 17:45

Stage 1 (Service Center)

“SMART MANUFACTURING AND NEW TECHNOLOGIES”

Partner: COSMETIC DESIGN EUROPE

FRIDAY, 15 MARCH

10:30 – 11:15

Stage 1 (Service Center)

“FROM FASHION TO BEAUTY - WHAT CHALLENGES LIE AHEAD IN ORDER TO MAINTAIN BRAND LOYALTY”

Partner: A+A CREATIVE EMOTION

12:00 – 12:45

Stage 1 (Service Center)

“DESIGNING THE NEW DESIRABLE STYLE OF SUSTAINABLE BEAUTY BRANDS”

Partner: CENTDEGRÉS

13:15 – 14:00

Stage 1 (Service Center)

“ENVIRONMENTAL FOOTPRINT: AN OPPORTUNITY FOR BEAUTY COMPANIES ”

Partner: COSMETICA ITALIA – THE PERSONAL CARE ASSOCIATION

13:30 – 15:00

Stage 2 (Service Center)

“RETAIL x BEAUTY”

14:30 – 15:15

Stage 1 (Service Center)

“COMMITMENT, NEW ASPIRATION VALUE FOR BRANDS”

Partner: CARLIN CREATIVE BUREAU

15:30 – 17:30

Stage 2 (Service Center)

“HOW TO BE SUCCESSFUL IN THE SPA INDUSTRY”

Partner: ISPA

15:45 – 16:30

Stage 1 (Service Center)

“CHINESE BEAUTY BRANDS GOING TO THE WEST FOR EXPANSIONS OR ACQUISITIONS”

Partner: CREATIVE CAPITAL CHINA

SATURDAY, 16 MARCH

10:45 – 11:30

Stage 1 (Service Center)

“BEAUTY THROUGH THE LENS OF HOLISTIC WELLNESS”

Partner: EUROMONITOR INTERNATIONAL

11:15 – 12:45

Stage 2 (Service Center)

“DIGITAL INNOVATION TO CREATE THE FUTURE OF BEAUTY”

Partner: LIVING IN DIGITAL TIMES. THE PRODUCER OF CES

12:00 – 12:45

Stage 1 (Service Center)

“THE FUTURE OF PERFUMERY: EVOLUTION OR REVOLUTION”

Partner: INTERNATIONAL PERFUME FOUNDATION

13:15 – 14:00

Stage 1 (Service Center)

“BESPOKE BEAUTY IS SET TO BE THE BIGGEST BEAUTY TREND OF 2020”

Partner: MINTEL

13:30 – 15:00

Stage 2 (Service Center)

“DESIGN x BEAUTY”

14:30 – 15:15

Stage 1 (Service Center)

“GENTZ: SHAPING THE FUTURE OF MALE BEAUTY”

Partner: BEAUTYSTREAMS

15:30 – 17:00

Stage 2 (Service Center)

“NEXT x BEAUTY”

15:45 – 16:30

Stage 1 (Service Center)

“ARTKETING FOR CHINA: THE ART INFUSION EFFECT FOR BEAUTY BRANDS EQUITIES”

Partner: SOMEXING

THURSDAY, 14 MARCH 2019

1

STAGE

10:45 – 11:30

SUSTAINABILITY NOW & NEXT

Partner:

WGSN

2

STAGE

11:15 – 12:45

IMPACT x BEAUTY

Partner:

spark news
have an impact, share solutions

Moderated by:

Camille **LOISEAU**, Social innovation,
Sparknews

1

STAGE

12:00 – 12:45

THE FUTURE OF COSMETIC INGREDIENTS – 2019 AND BEYOND

Partner:



Moderated by:

Gabriella **DANIELSSON**, Regional Manager and Global Business Developer SME, Business Sweden

Speakers:

Gabriella **JOSEFSSON**, PhD. Disruptive Materials

Prof. Maria **STRØMME**, Uppsala University

Lars **Blak**, CEO Paragon Nordic

Malin **BURSTEDT**, Head of Innovation and Product Development, Paragon Nordic.

13:15 – 14:00

1

STAGE

ECOLOGICAL NATIVES: REDEFINING SUSTAINABILITY FOR THE FUTURE OF YOUR BRAND, FROM KEY TRENDS TO CREATIVE CONCEPTS

Partner:



Speakers:

Dominique **ASSENAT**, Creative Director Color and Cosmetic Forecast, PeclersParis

Pierre **BISSEUIL**, Research and Future Insight Director, PeclersParis

13:30 – 15:00

2

STAGE

BEAUTY'S DIGITAL ERA: THE POWER OF SOCIAL MEDIA & INFLUENCER MARKETING TODAY

Partner:



Moderated by:

Alison **LEVY BRINGÉ**, Chief Marketing Officer, Launchmetrics

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STAGE

14:30 – 15:15

THE COSMOPROF TRENDS REPORT: BOLOGNA 2019

Partner:

BEAUTYSTREAMS

Speaker:

Lan **VU**, CEO, Beautystreams

2

STAGE

15:30 – 17:00

E x BEAUTY

1

STAGE

15:45 – 16:30

GOING CLEAN: BRANDS AND DISTRIBUTION CHANNELS

Partner:

The logo for ecovia INTELLIGENCE features the word "ecovia" in a teal, lowercase, sans-serif font with a small green leaf icon above the 'i'. Below it, the word "INTELLIGENCE" is written in a smaller, teal, uppercase, sans-serif font.

Moderated by:

Amarjit **SAHOTA**, Founder and President, Ecovia Intelligence

1

STAGE

17:00 – 17:45

SMART MANUFACTURING AND NEW TECHNOLOGIES

Partner:

The logo for Cosmetics design-europe.com features the word "Cosmetics" in a white, sans-serif font on a pink rectangular background. Below it, the text "design-europe.com" is written in a smaller, white, sans-serif font, followed by a small pink square icon.

Moderated by:

Lucy **WHITEHOUSE**, Editor, William Reed Business Media Ltd.

FRIDAY, 15 MARCH 2019

1

STAGE

10:30 – 11:15

FROM FASHION TO BEAUTY - WHAT CHALLENGES LIE AHEAD IN ORDER TO MAINTAIN BRAND LOYALTY

Partner:



Speakers:

Marina **SPADAFORA**,
International fashion designer
Alina **CARMAN**, Chief editor and
stylist, BIBA Magazine Paris
Simona **IRONICO**, Fashion
Programme Leader, Istituto
Marangoni

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STAGE

12:00 – 12:45

DESIGNING THE NEW DESIRABLE STYLE OF SUSTAINABLE BEAUTY BRANDS

Partner:

centdegres

THINK FAR
DO WELL

Moderated by:

Elie **PAPIERNIK**, Founder and
Ceo, centdegres

Speakers:

Candice **LLORENS**, Marketing
director of Yves Rocher
Cornelia **GREKO**, Design
Director, Oriflame Sweden
Boris **GRATINI**, Founder & CEO,
Nailmatic
Jonathan **SIBONI**, Founder &
CEO, Luxuryinsight

1

STAGE

13:15 – 14:00

ENVIRONMENTAL FOOTPRINT: AN OPPORTUNITY FOR BEAUTY COMPANIES

Partner:



Moderated by:

Prof. Fabio **IRALDO**, IEFE – University Bocconi e SSSUP Sant’Anna, Pisa
Matteo **LOCATELLI**, Vice President, Cosmetica Italia - The personal care association

2

STAGE

13:30 – 15:00

RETAIL x BEAUTY

1

STAGE

14:30 – 15:15

COMMITMENT, NEW ASPIRATION VALUE FOR BRANDS

Partner:



Moderated by:

Virginie **CORBASSON**, Directrice Conseil Consulting Director, Carlin

Speakers:

Judith **LEVY**, Co-founder, MèmeCosmetics
Sandra **SAINT-ANDRÉ**, Strategy and Development Marketing Director, Eau Thermale Avène - Laboratoires Pierre Fabre

2

STAGE

15:30 – 17:00

HOW TO BE SUCCESSFUL IN THE SPA INDUSTRY

Partner:



Moderated by:

Mary **BEMIS**, Spa Media Entrepreneur,
Founder & Editorial Director, Insider's
Guide to Spas

1

STAGE

15:45 – 16:30

CHINESE BEAUTY BRANDS GOING TO THE WEST FOR EXPANSIONS OR ACQUISITIONS

Partner:



Moderated by:

Louis **HOUDART**, Founder and
managing Partner, Creative Capital
China

Speakers:

Simon **YU**, Founder, Little Ondine
Lu **GUO**, Founder and CEO, Shopall

SATURDAY, 16 MARCH 2019

1

STAGE

10:45 – 11:30

BEAUTY THROUGH THE LENS OF HOLISTIC WELLNESS

Partner:



Moderated by:

Irina **BARBALOVA**, Global Lead,
Beauty and Personal Care at
Euromonitor International

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STAGE

11:15 – 12:45

DIGITAL INNOVATION TO CREATE THE FUTURE OF BEAUTY

Partner:



Moderated by:

Jill **GILBERG**, Producer, LIDT

1

STAGE

12:00 – 12:45

THE FUTURE OF PERFUMERY: EVOLUTION OR REVOLUTION

Partner:



Moderated by:

Creezy **COURTOY**, Founder and
Chairman International Perfume
Foundation (IPF)

Speakers:

Rodney **HUGHES**, CEO Therapeutate
Parfums
Ruth **RUANE**, CEO, Natural Perfumery
Academy
Alain **DURANTE**, CEO, Florihana

1

STAGE

13:15 – 14:00

BESPOKE BEAUTY IS SET TO BE THE BIGGEST BEAUTY TREND OF 2020

Partner:



2

STAGE

13:30 – 15:00

DESIGN x BEAUTY

1

STAGE

14:30 – 15:15

GENTZ: SHAPING THE FUTURE OF MALE BEAUTY

Partner:

BEAUTYSTREAMS

Moderated by:

Michael **NOLTE**, Creative Director,
Beautystreams

Laurie **PRESSMAN**, Vice-President,
Pantone Color Institute

Elisabeth **AZOULAY**, Beauty Historian

2

STAGE

15:30 – 17:00

NEXT x BEAUTY

1

STAGE

15:45– 16:30

**ARTKETING FOR CHINA: THE ART INFUSION EFFECT FOR
BEAUTY BRANDS EQUITIES**

Partner:

somexing
China Marketing & Design Intelligence

Moderated by:

Isabelle **GAVALDA**, Founder, Somexing