TECHNICAL REGULATION ON COSMETIC PRODUCTS

Thursday, June 1st, CONFERENCE HALL 1, CEC «Parkovyy», Kyiv, Parkova road, 16a

Audience: CEO, Decision makers, Manufacturers, Marketing and R&D Departments, Certification and Laboratory staff

KEY SPEAKERS

Victoria Filatova
Chair
Association of Perfumery and Cosmetics

Aline WEBER
Regulatory Affairs Director
COSMED

Vladimir Novikov
Director
TCC Euroacademia

Aila Selina
CEO
GE&AL Independent Expert Bureau

Technical regulation in Ukraine
Global Technical Regulation
European Technical Regulation. Practical aspects. In-market control
Testing and calibration laboratories. Results & Recognition

SESSION 1
Ukraine

Europe
SESSION 2

INGREDIENTS FOR COSMETICS

Audience: Decision makers, Manufacturers, Marketing and R&D Departments, Laboratory staff

KEY SPEAKERS

Boyan Georgiev
Business Director
Evonik Industries

Axel Bandow
Sales Manager
Chemisches Laboratorium Dr.Kurt Richter GmbH

Marina Overath
Technical Sales Manager
IOI Oleo GmbH

Elena Krasnikova
Sales Manager
ASHLAND

Innovative ingredients
Ecological aspects
Concept «Anti-pollution»
New delivery systems

Thursday, June 1st, CONFERENCE HALL 1, CEC «Parkovy», Kyiv, Parkova road, 16a
COSMETICS: FROM IDEA TO FINISHED PRODUCT

Thursday, June 1st, CONFERENCE HALL 1, CEC «Parkovy», Kyiv, Parkova road, 16a

Audience: Manufacturers, Marketing and R&D Departments, Laboratory staff

KEY SPEAKERS

Georges Bouille
CEO
Adwatis

David Redondo Muñoz
Sales Area Manager
Infinitec

Victoriya Pientko
Leading Engineer
O.O. Chuiko Institute of Surface Chemistry

Anna Golovaschenko
Leading Engineer
L.I. Medveds Research Centre

Effective Approaches to Formulation Development
Advanced Water technology
A new delivery system composed of Marine Active Capsules
Improved Detergent Shampoo with Clay Minerals
SESSION 4

GREEN COSMETICS

Thursday, June 1st, CONFERENCE HALL 2, CEC «Parkovy», Kyiv, Parkova road, 16a

Audience: CEO, Decision makers, Manufacturers, Marketing and R&D Departments, Certification and Laboratory staff

KEY SPEAKER

Nicolas Bertrand
Development Director
CosmeBio

Vitaliy Babenko
General Director
Biesterfeld Spezialchemie GmbH

Ekaterina Rusynova
Marketing Manager
BASF

Natalia Bartnitskaya
Deputy, Heads at the representative office
Clariant Consulting AG

The French organic cosmetics market
The Organic Cosmetic market: Building a climate of trust to keep consumers
Natural cosmetics vs Traditional cosmetics
SESSION 5
GREEN COSMETICS

Good clothes open all doors: packaging, label, branding in the world of natural cosmetics

A-trend: How the “green” cosmetic fashion of Asia changes the world

Push back the limits: new ingredients

KEY SPEAKERS

Natalia Zakashanskaya
Director
Galagan Studio

Maria Omelchuk
Creative Director
Galagan Studio

Alexander Kalashnikov
Technical specialist
Indel LLC

Natalia Tkachenko
Professor
Odessa National Academy of Food Technologies

Elena Rajska
Chemist
Beprime

Ilya Glushnev
Chief Technologist
Leko Style LLC
RESEARCH OF INTERNATIONAL MARKETS OF COSMETIC PRODUCTS. EXPORT

**KEY SPEAKER**

- **Kseniia Galenytska**
  Research analyst
  Euromonitor International

- **Maryana Kahanyak**
  Advisor and Head
  Export Promotion Office

- **Vyacheslav Lysenko**
  Founder
  Ukr-China Communicable

- **Elena Zhuk**
  Expert of «Quality mark»
  Association of Perfumes and Cosmetics of Ukraine

**Cosmetics Market analyses. Facts & Figures**

**Industry World trends**

**Canadian and Chinese cosmetic markets**

**Promotion of Ukrainian cosmetics products to the European Partnership countries**

**Friday, June 2nd, CONFERENCE HALL,1**
CEC «Parkovy», Kyiv, Parkova road, 16a
SESSION 7

PRACTICAL MARKETING TOOLS

Audience: CEO, Decision makers, Manufacturers, Marketing and R&D Departments

KEY SPEAKER

Igor Didok
Marketing director
DOT_DOT innovation

Oleg Cos
Founder
CX Design

Andrey Partyka
Sales Director
StarLightMedia

Andrey Dligach
General Director
Advanter Group

Marketing strategy development, global professional tools
Brand development in the mode of innovation
Digital Marketing
The power of TV communication in product promotion

Friday, June 2nd, CONFERENCE HALL 1, CEC «Parkovy», Kyiv, Parkova road, 16a
PRACTICAL MARKETING TOOLS SESSION

Friday, June 2nd, CONFERENCE HALL 1, CEC «Parkovy», Kyiv, Parkova road, 16a

Audience: CEO, Decision makers, Manufacturers, Marketing and R&D Departments

KEY SPEAKERS

Nadezhda Fomina
Marketing director
National supermarket chain ProStor

Anna Grishina
Marketing director
National supermarket chain EVA

Danil Makhinich
Co-founder
TimetoSite

Daria Bulatnikova
Senior account manager
Hoshva PR

Alexander Macedon
Director
Marker Consulting MediaKit

PR strength, modern communication channels
Preparation of marketing, global professional tools
YouTube for brands: how and why to develop new promotion formats
All PR: effective communication in new realities
Innovative ideas and scientific developments from young scientists

Awarding the best works from the Fund of Ukrainian producers
SESSION 9
CAREER

Friday, June 2nd, CONFERENCE HALL 2, CEC «Parkovy», Kyiv, Parkova road, 16a

Audience: CEO, Decision makers, Manufacturers, Marketing and R&D Departments

KEY SPEAKER

Experience of international universities in training highly qualified specialists
International training programs, scholarships, as well as obtaining training grants
Business coaching. Creation strong team

Oleksandr Yarema
Ministry of Youth and Sport of Ukraine
Deputy Minister – Youth and Sport of Ukraine

Anton Vashuk
Project Manager
SEED Grant from Western NIS Enterprise Fund

Vasyl Buzhak
County Manager
CITY College an International Faculty of The University

Gary Kelm BS ChE
MS, PhD, Professor and Co-Director
James L. Winkle College of Pharmacy University of Cincinnati

Ukraine U.S.A Great Britain U.S.A
Experience of international universities in training highly qualified specialists

International training programs, scholarships, as well as obtaining training grants

Business coaching. Creation strong team

Nikolay Ushakov
National Contact Point Marie Skłodowska-Curie
Horizon 2020/European Commission

Tatyana Kostenko
HRD SystemGroup
European Coach Federation

Friday, June 2nd, CONFERENCE HALL 2, CEC «Parkovy», Kyiv, Parkova road, 16a

Audience: CEO, Decision makers, Manufacturers, Marketing and R&D Departments
VENUE

CONVENTION AND EXHIBITION CENTER «PARKOVY»
KYIV, PARKOVA ROAD, 16A

FORUM COSMETICS UKRAINE 2017 IN THE FIGURES:

- The total area of 4000 m²
- 2 Conference Halls
- Banquet area
ORGANISED BY
Association of Perfumery and Cosmetics of Ukraine

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