



## *The Touch of Paris*

### **38<sup>th</sup> international fair and congress of cosmetics, hair care, aesthetics and health "The Touch of Paris"**

**11<sup>th</sup> and 12<sup>th</sup> March 2023, Belgrade fair**

The Touch of Paris is the largest beauty fair in the Southeast Europe.

The touch of Paris is an international fair and it is held twice a year, in spring and in autumn.

#### **EXHIBITORS:**

- manufacturers, importers and distributors
- skin care products for professional and home care
- hair care products for professional and home care
- hair care, extension and styling
- hands care products and manicure products
- nail extension and nail art
- eyelash extensions
- feet care products and pedicure products
- beauty salons equipment, wellness, spa, fitness centers equipment
- wellness programme
- natural cosmetics
- make-up
- perfumery products
- packaging
- pharmaceutical products OTC
- dietary products
- beauty salons
- cosmetic surgery
- dermatologic surgery
- dentistry
- fitness
- nutrition
- jewelry
- schools and educational centers for beauty care
- media representatives...

#### **VISITORS:**

- beauticians
- hairstylists
- owners of the beauty and hair salons, perfumery, pharmacy
- owners and managers of hotels, fitness, SPA and wellness centers
- distributors
- producers
- importers
- business visit
- pharmacists
- doctors
- aesthetics surgeons
- dermatologists
- dentists
- associations
- publishers
- students from schools and educational centers for beauty care
- jewelry
- schools and educational centers for beauty care
- media representatives...

**Visitors** come from **entire region**: Serbia, Croatia, Montenegro, Slovenia, North Macedonia; Bosnia and Herzegovina, Albania, Bulgaria and other countries. They come from abroad individually or in groups organized by travel agencies.

### Accompanying events at previous fairs:

Cosmetics Congress; CIDESCO cosmetics congress; Open space education; Educational workshops and masterclasses; Bodyart Festival Serbia - international competition in body art; Belgrade Hairdressing Spring/Autumn - an event for hairdressers in which a hairdressing competition is held; Nail competitions; Lash and brow competitions; Holism Fair; Beauty is art - exhibition and auction of works of art...

### Digital and virtual Cosmetics Fair @TheTouchofParis

Digital and virtual Cosmetics Fair @TheTouchofParis had five editions so far. It gathered over 3000 professional visitors and over 160 exhibitors.

### The previous Fair Touch of Paris fair was held on October 8 and 9, 2022, at the Belgrade Fair in Hall 2.

Over 280 exhibitors and brands, from the country and abroad, presented their novelties from the beauty industry.

During the two fair days, the Fair was visited by over 19,000 visitors from the country and abroad.

Within the Fair the following were held: the 8<sup>th</sup> Holism Fair, Premium Championship - Lash and Brow Competition, Belgrade Hairdressing Autumn, Serbian Open Championship "Nikola Bizumić CUP" organized by the Association of Hairdressing Clubs of Serbia, Open space education, numerous masterclasses, Beauty is art - exhibition and auction of works of art...

You can see photos from the previous fair at the page [www.sajamkozmetike.com/slike](http://www.sajamkozmetike.com/slike)

You can view the list of exhibitors / brands from the previous fair at the page

[www.sajamkozmetike.com/uploads/Spisak-izlagaca-ENG-1.pdf](http://www.sajamkozmetike.com/uploads/Spisak-izlagaca-ENG-1.pdf)

## THE NEXT FAIR



38<sup>th</sup> INTERNATIONAL CONGRESS AND  
**FAIR OF COSMETICS**  
hair care  
aesthetic and health  
11<sup>th</sup> and 12<sup>th</sup> March 2023.  
Belgrade fair, Hall 2  
**The Touch of Paris**

**38<sup>th</sup> international fair and congress of cosmetics, hair care,  
aesthetics and health "The Touch of Paris"  
will be held  
11<sup>th</sup> and 12<sup>th</sup> March 2023**

We constantly promote our fair.

Our campaign for the fair goes in two directions. It is in one way directed to the potential visitors from Serbia and in other to people from this region and from Southeast Europe. The campaign consists of advertising in newspapers and magazines, on TV and radio stations, web marketing and billboard adds. The promoting campaign organized in this way results with the increase of the number of visitors. Participating at The Touch of Paris gives You an opportunity to present yourself to a public, your potential buyers, distributors and clients. Considering the fact that The Touch of Paris is the largest beauty fair in the Southeast Europe and that the participating in this project is very prestigious. You can present your company as a successful and serious one, a company with a special image who follows the innovations in beauty industry.

#### Types of exhibition space:

1. **Empty exhibition space** is literally empty, in which case you build the stand yourself.
2. **Standard equipped stands** - depending on the square footage, the stand has a certain number of counters and chairs, partition walls, lighting, an inscription written in the same font and letter color as on other standard equipped stands, as stated on the Reservation Form.
3. **Lux equipped stands** - according to the square footage, certain elements are included (counters, chairs, lighting, showcases...).

The prices for renting the exhibition space are listed on the **Reservation form** which is an integral part of this offer.