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Press release

Cosmetics from Poland in Asia

Polish cosmetics producers will present their offer at the Cosmoprof Asia Fair which begins tomorrow in Hong Kong and lasts till the 15th of November. The fair is one of the most important branch fairs in the world, drawing visitors from all over Asia and the Pacific: importers, distributors, the owners of beauty parlours, etc. Last year, there were 2000 exhibitors from 44 countries competing for the visitors' attention. The fair is an excellent opportunity to start doing business in Asia.

There will altogether be **22 companies from Poland** present at the fair. That is twice as many as the year before. Most of the companies will be to be found at the official **Polish National Pavilion**, organised with the support of the Ministry of Economy by SPC House of Media, the coordinator of the ministerial programme to promote the Polish cosmetics branch on international markets (www.polishcosmetics.pl). The companies that have been qualified will receive a partial refund of the costs of participating in the fair. The coordinator of the programme will also see to the promotion of the Polish companies during the fair.

Asian challenges

Polish companies are well prepared to export their products to Asia. Some of them are already doing so, ones like *Ziaja*, for example, whose cosmetics are already accessible in Hong Kong and Taiwan, or *Delia*, who apart from Hong Kong has been exporting to Singapore. Everybody's dream, of course, is the enormous market in China, which at the same time is the most difficult one.

Our very appearance on such a large and demanding market is a challenge in itself. The competition is enormous and extremely active. The regulations are also a challenge, but we have to meet them, which involves spending a great amount of money and time – explains Patricia Popławska, the President of *Clarena*.

Other producers agree with that diagnosis. They see going through the process of registering their products as the greatest challenge on the Chinese market.

We are in the middle of a costly and time-consuming process of registration. We are encountering problems at its successive stages, which all hamper the process. At the moment meeting the legal demands connected with product registration is considered by us to be the greatest hazard – declares Katarzyna Śpiewak, International Deputy Sales Manager at *Ziaja*.

Hence, Polish companies are beginning the export of their products to Asia with smaller and easier markets. At the Cosmoprof Asia Fair, they will be looking for importers not only from mainland China, but also from Hong Kong itself, Taiwan, Singapore, Thailand, Malaysia, Indonesia, Vietnam and Japan. Some of our products are already accessible in that part of the world and we hope that their positive ratings will make it easier for us to develop our business all over Asia, first and foremost in mainland China. We are planning to embark on intense marketing campaigns, covering selected regions of China – says Katarzyna Olędzka, Marketing Manager at *Verona*.

A varied offer

The companies all agree that their offer is attractive for consumers in Asia and that they are ready to sell it in that region.

Many of our products are of a universal character and they can be promoted in many regions of the world. In Asia, we additionally highlight our choice of products for women with an oily complexion, which is dominant in that region. We are also finalising our work on whitening products, which are also a very strong category on that market – says Magda Burgiel, PR&Advertising Manager at Oceanic.

Companies like *Alba Thymen* or *Delia* have especially prepared a launching of their newest lines at the Cosmoprof Asia Fair.

The choice of cosmetics from Poland for Asian clients is very varied. Polish producers offer both their own, select brands and private label services.

We are offering cosmetic production from the benchmark stage, though formulas, design, the choice of packaging right up to the final product – extols Michał Chabrowiec, Factory Manager at *V. Laboratories*.

Polish producers do not limit their offer to mass products.

We are not seeking a large distribution, but rather an entry onto a niche market of conscious consumers who seek exceptional products – explains Łukasz Rychlicki, President of Alba Thyment.

The Polish brand

The Polish companies are aware of the competition they will encounter in Asia. They explain that the Polish products are exceptional for their superior quality, though, with a Made in EU trademark, but at a sensible price. Hence, Polish exports are growing year by year, and Poland is already the 6th exporter of cosmetics in Europe. Asian importers, seeking high quality products in Europe, have been turning their attention to the Polish market. The Polish producers are conscious of the challenge posed by the need to strengthen the Asian importer's awareness of the Polish brand and hence of their need to act together.

We would like to build and strengthen that awareness of the whole Polish cosmetics branch by proving that we are able to create a competitive offer – says Katarzyna Olędzka.

Hence, the companies are eager to exhibit at the fair together, in the Polish National Pavilion.

We believe that the visiting distributors from the region will find the Polish National Pavilion interesting, which will make our exhibition successful and will yield noteworthy results after the fair – declares Marcin Karkocha, the Export Manager at Delia.

The presence of the Polish producers in Hong Kong in the next few days will not be limited to a mere presentation of their offer on the fair stands.

Not only the fair

Asian partners and clients are invited to an event titled ***Poland Invites: Cosmetics Evening***, at one of the elegant restaurants in Hong Kong on the 14th of November. Polish producers will have the opportunity to talk with them in a less formal atmosphere and to tighten their mutual relations.

There will also be a trade mission organised to China for Polish producers, who are in the process of exploring the possibilities of that market.

Both the events are being organised by SPC House of Media as part of the above mentioned programme to promote the Polish cosmetics industry on foreign markets (www.polishcosmetics.pl).

More information:

<http://www.polishcosmetics.pl/en/index.php/news/item/109-meet-polish-producers-at-cosmoprof-asia-2013-in-hong-kong>

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