



CALENDAR OF EVENTS

(AS OF 16th MARCH 2009)

friday, 3rd April 2009

10.30 a.m. - 12.30 p.m. f Hall 15 - Spa Talk Room

REDEFINING THE EUROPEAN SPA MARKET: PAST, PRESENT AND FUTURE

European Spa industry highlights: success and failure case analyses

DEDICATED TO SPA MANAGERS - AESTHETICIANS - INVESTORS - COMPANIES

«« **SPEAKERS:** Jean-Paul Blisset (Syntax) - Christian Buer (Nemis)

Jacqueline Le Sueur (Pret a Spa) - Dagmar Rizzato (Rizzato Spa Consulting)

FOR INFO AND TICKET RESERVATION PLEASE VISIT WWW.COSMOPROF.COM

2.30 p.m. - 4.30 p.m. f Hall 15 - Spa Talk Room

SPA AS A BUSINESS MODEL

The European hotel industry's challenges faced to see on site Spa as a profit center

DEDICATED TO SPA MANAGERS - AESTHETICIANS - INVESTORS - COMPANIES

«« **SPEAKERS:** Andrew Gibson (Spa-Mandarin Oriental Hotel Group) - Ray F. Iunius

& Stefan Fraenkel (INTHEL - École hôtelière de Lausanne) - Jacqueline Le Sueur (Pret a Spa)

Mindy Terry (Creative Spa Concepts)

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saturday, 4th April 2009

10.30 a.m. - 12.30 p.m. f Hall 15 - Spa Talk Room

BUILDING A SOLID SPA ENTERPRISE - FROM CONCEPT TO DESIGN

Creating the iconic Spa-design & green concepts

DEDICATED TO ARCHITECTS - SPA MANAGERS - AESTHETICIANS - INVESTORS
COMPANIES

«« **SPEAKERS:** Jean Paul Blisset (Syntax) - Brett Blumenthal (Gensler) - Jennifer Lynn

(The Harmon Hotel, Spa & Residences) - Simone Micheli (Simone Micheli architectural Hero)

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2.30 p.m. - 4.30 p.m. f Hall 15 - Spa Talk Room

ROAD MAP TO PROFITS

Planning ahead: a guide for today's entrepreneurial aesthetician,
tomorrow's successful business owner

DEDICATED TO SPA MANAGERS - AESTHETICIANS - INVESTORS - COMPANIES

«« **SPEAKERS:** Ronald Jean (ISCG Interdesign Spa Consulting Group) - Amy Goller Keller

(Wellness & Beauty Consulting) - Jean Eric Knecht (Elégance SPA Concept & Academie)

Salvatore Picucci (Pi.co Wellness)

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sunday, 5th April 2009

10.00 a.m. - 12.00 p.m. f Hall 15 - Spa Talk Room

THE EVOLUTION OF THE AESTHETICIAN PROFESSION IN THE "SPA ERA"

DEDICATED TO AESTHETICIANS - SPA MANAGERS

«« **SPEAKERS:** Umberto Borellini (UNEP) - Maria Grazia Decima (UNEP) - Delia di Ciocco (UNEP)

Andrea Paolorosso (UNEP) - Anna Maria Previati (UNEP) - Gianmarco Rossi (AICEB) - Guido Rovesti (UNEP)

Nennella Santelli (UNEP)

FREE ENTRANCE. FOR INFO PLEASE VISIT WWW.COSMOPROF.COM

10.30 a.m. - 5.30 p.m. f Hall 15 - Spa Talk Room

BRAND PRESENTATIONS

DEDICATED TO SPA MANAGERS - AESTHETICIANS

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2.00 p.m. - 3.30 p.m. f Hall 15 - Spa Talk Room

RESEARCH PRESENTATION: INTERNATIONAL TRENDS AND OPPORTUNITIES IN THE SPA SECTOR

DEDICATED TO MARKETING DIRECTORS - AESTHETICIANS

SPA MANAGERS - INVESTORS - COMPANIES

«« **SPEAKERS:** Erica Corbellini (SDA Bocconi - MAFED) - Stefania Saviolo (SDA Bocconi - MAFED)

By SDA Bocconi - MAFED, powered by Cosmetics for Beauticians Group (Unipro)

FREE ENTRANCE

3.30 p.m. - 4.30 p.m. f Hall 15 - Spa Talk Room

RESEARCH PRESENTATION: THE ITALIAN BEAUTY CENTERS AND THE "NAILS WORLD"

New evolution trends: business opportunities vs reluctance to treatments

DEDICATED TO MARKETING DIRECTORS - AESTHETICIANS - INVESTORS
COMPANIES

«« **SPEAKERS:** Roberto Rosso (Key-Stone Group)

Powered by Unipro in collaboration with Key-Stone Group

FREE ENTRANCE

monday, 6th April 2009

10.30 a.m. - 5.30 p.m. f Hall 15 - Spa Talk Room

BRAND PRESENTATIONS

DEDICATED TO SPA MANAGERS - AESTHETICIANS

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