



Slavic B2B BEAUTY

Contracting trade fair
for cosmetic
and pharmaceutical
industry

13-14.06.2023

Poland

SUMMARY

International businesses spring from here!

The two-day event at Targi Kielce hosted 45 producers of cosmetics and pharmaceuticals. The industry insiders held over a thousand business talks with 70 entrepreneurs from Asia, Africa and Europe.

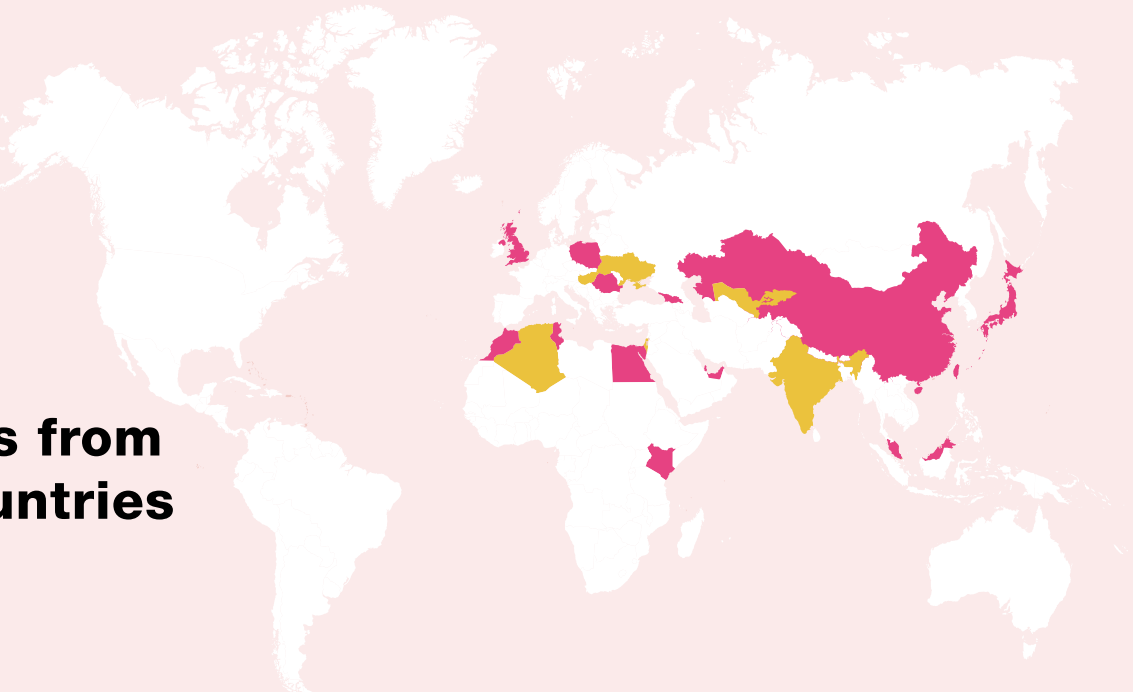



45
producers from
7 countries


70
buyers from
24 countries


1000
business talks
at the two-day
event

**Buyers from
24 countries**





- This event's format matters to us most, i.e., the exhibitors and producers. We had a full schedule, and two days were packed with talks with foreign buyers. We saw several dozen entrepreneurs from around the world. We have the possibility to present the products that we want to export.

Krzysztof Kępa
Export manager
Ava –Laboratorium



- Georgia and Kyrgyzstan - these are our target markets; and we managed to attract buyers from these countries and trigger their interest in our products. The Kenyan company's representative even recognised our „Pani Walewska” cream. Georgian entrepreneurs were simply delighted with the „Chopin” perfume. The Expo was packed with promising talks.

Elżbieta Oleksiewicz-Pilucik
Miraculum

Slavic B2Beauty with thousands of business conversations between producers and buyers.



The Polish Investment and Trade Agency, the Marshal's Office of the Świętokrzyskie Voivodeship and the Świętokrzyskie Centre for Innovation and Technology Transfer support Targi Kielce in organising the second Slavic B2Beauty Contracting Show for the cosmetics and pharmaceutical industry. This cooperation made it possible for buyers from 24 countries to attend the event.



- Polish companies have an immense number of products in their portfolio; products can be offered to prospective business partners from abroad. In addition, very high quality is a strong competitive advantage of Polish companies.

Stella Smejda - supervises the cosmetics industry section in the Polish Investment and Trade Agency.



Organiser: Targi Kielce

Mission:

Connect people in business

- **30 years** in the market
- Ranked 2nd among all - Central & Eastern Europe's exhibition centres
- **770** trade fairs, congresses, conferences, training etc.
- **6 767** exhibitors

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