

Invitation to participate in the **SWISS Pavilion**

International Beauty Events 2012.

Cosmoprof 2012, Bologna | Beautyworld Middle East 2012, Dubai | Cosmoprof Asia 2012, Hong Kong



Cosmoprof 2012, Bologna, 9–12 March 2012

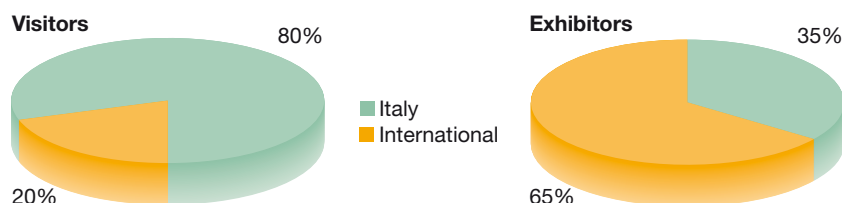
The trade fair

For more than 40 years, Cosmoprof has been the world's most important international event in the beauty and cosmetics sector, now also with a special focus on the spa industry.

Annually, representatives of the entire beauty industry meet in Bologna to get to know the latest innovations, trends and developments and to exhibit or trace attractive products. The extraordinary wide range of products reflects the whole global market and units the relevant target groups of the whole cosmetic sector. In addition to the market leaders also small and medium-sized companies can therefore attract buyers, importers and distributors and establish new contacts.

Facts & Figures

Cosmoprof 2011 brought together 2,300 exhibiting companies from 58 countries on a surface of 194,000 sqm and welcomed 177,287 trade visitors, thereof were 20% international guests. The plus of almost 31,000 visitors corresponds to an increase of 21% to the crisis-ridden edition of 2010, which was affected by the eruption in Iceland.



For further information about Cosmoprof 2012 please visit the following website:
www.cosmoprof.com

Venue

Cosmoprof 2012 is taking place in the Bologna Exhibition Centre. As in 2011 the **SWISS** Pavilion will be located in the country pavilion hall 29.

Your participation

Showcase 1 showcase, brochure rack in the hospitality area, use of the hospitality area for max. 2 staff members and your visitors	CHF 3,915.–
Small booth (12 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 showcase, 3 shelves, 1 lockable side-board	CHF 1,050.–/sqm
Unlimited booth space (min. 16 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 big showcase (or 2 small ones), 4 shelves, 1 storage room (min. 1 x 1 m, incl. coat hangers)	CHF 1,000.–/sqm

Deadline for registration

16 September 2011

Beautyworld Middle East 2012, Dubai, 29–31 May 2012

The market

After a buoyant performance in the fragrance and cosmetic industry last year, experts are anticipating a promising 2011 as the Arab's intense predilection for fragrances and cosmetics ensures a healthy outlook within the coming years.

According to Euromonitor International, by year-end 2014 the sector could increase by 15.1% to reach annual sales of USD 1.88 billion – USD 578.5 million in cosmetics and USD 1.3 billion in fragrances respectively.

The trade fair

Beautyworld Middle East is the leading trade show for cosmetics, beauty products, fragrances and well being industries in the wider Middle East region. With a strong international profile, Beautyworld has played a major role in the last 15 years in contributing to the growth and development of the beauty and wellness industry in this region. Beautyworld Middle East offers companies supplying products, solutions and services to the beauty and spa sector a platform to target key decision makers in one of the most lucrative markets in the world.

There is no other related trade exhibition in the Middle East that delivers the same quality and variety of buyers and distributors.

Facts & Figures

Beautyworld Middle East 2011 brought together 755 exhibiting companies from 44 countries and welcomed 18,338 trade visitors from 107 countries (+14% yoy), with the top 5 visitor countries after U.A.E. being Iran, Saudi Arabia, India, Kuwait and Pakistan.

For further information about Beautyworld Middle East please visit the following website:
www.beautyworldme.com

Venue

Beautyworld Middle East is taking place at the Dubai International Convention and Exhibition Centre and will be located in the Sheikh Saeed Halls and the Trade Centre Arena.

Your participation

Small booth (9 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 showcase, 3 shelves	CHF 1,250.–/sqm
Medium booth (12 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 showcase, 3 shelves, 1 lockable side-board	CHF 1,200.–/sqm
Unlimited booth space (min. 15 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 showcase, 4 shelves, 1 storage room (min. 1 x 1 m, incl. coat hangers)	CHF 1,150.–/sqm

Deadline for registration

30 November 2011

Cosmoprof Asia 2012, Hong Kong, November 2012

The market

These days, many Asian women are fascinated by cosmetics to a point of spending lots of cash for cosmetics and skin care. The growth rate of the cosmetics industry in Asia has tripled. Since the target cosmetic products are for skin care, makeup, whitening and colors – the Asian people are more conscious with their style and look emphasizing on their skin care. Despite the huge advances witnessed over the past two decades, China's cosmetics market is still at a very low level of development and is far from saturation. First of all, with a population of 1.3 billion, China has the largest number of potential cosmetic consumers in the world. Besides, the current per capita annual spending on cosmetics is well below the average of developed countries (USD 35–70). As a matter of fact cosmetic products "Made in Switzerland" are more than ever in strong demand in Asia.

The trade fair

Cosmoprof Asia is the most prestigious and trendsetting beauty event in the Asia Pacific region that offers unique business chances in the entire area. The most complete showcase for every facets of the beauty and health industry. All exhibits are divided into five themed sectors – retail distribution (perfumery, cosmetics and toiletries), pack and OEM, beauty salon, hair and natural health.

Facts & Figures of Cosmoprof Asia 2010

1,633 exhibitors (+ 16% yoy) coming from 34 countries and regions as well as 18 country pavilions took part in Cosmoprof Asia 2010. Together they covered an exhibition area of 57,400 sqm. The trade fair drew 45,100 visitors from over 100 countries (+ 10% over 2009), 63% thereof are from management level. Out of the total, there were 26,166 international attendants.

For further information about Cosmoprof Asia please visit the website:
www.cosmoprof-asia.com

Venue

The trade fair is taking place at the Hong Kong Convention and Exhibition Centre. The **SWISS** Pavilion will be located in hall 1 (subject to alterations), a hall dedicated to perfumery, cosmetics and toiletries.

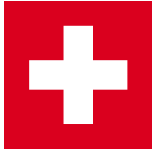
Your participation

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Medium booth (12 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 showcase, 3 shelves, 1 lockable side-board	CHF 1,150.–/sqm
Unlimited booth space (min. 16 sqm) space rental, basic booth construction with carpet, back and side walls, 1 table, 4 chairs, 1 showcase, 4 shelves, 1 storage room (min. 1 x 1 m, incl. coat hangers)	CHF 1,100.–/sqm

Deadline for registration

15 June 2012

SWISS Pavilion



Switzerland.

Osec will organise the **SWISS** Pavilion in cooperation with the Swiss Business Hubs in the respective countries, the Swiss Business Council Dubai (Beautyworld Middle East), the Consulate General of Switzerland in Hong Kong (Cosmoprof Asia) and is kindly supported by the Swiss Cosmetic and Detergent Association. The **SWISS** Pavilion is characterised by the following advantages:

- The **SWISS** Pavilion will be clearly identifiable by its attractive Swiss design and will assure a high degree of attention.
- The **SWISS** Pavilion will be the ideal platform to showcase your products and novelties under the umbrella brand Switzerland.
- The **SWISS** Pavilion provides an efficient infrastructure and professional services, facilitating your staff's job and the individual care of customers and prospective buyers.
- The **SWISS** Pavilion reduces your workload and ensures a professional service. The Osec project team will take care of all organisational and administrative arrangements – before, during and after the exhibition.

Service package included in all choices

Infrastructure: Attractive Swiss design • one company logo • illumination • electricity (one power socket) • waste bin • company logo on prominently located logo wall

Hospitality: Hosted hospitality and networking area for you and your visitors • info bar • wardrobe and storage facilities (limited) • central internet access point • interpreter (only at Cosmoprof Asia)

Communication/advertising: Entry in the official catalogue of the trade fair • company profile in the Swiss exhibitors' brochure • at-show marketing • direct links to all exhibiting companies via the Osec Website

Organisation: Professional project management before, during and after the show • exhibitor meeting in Switzerland • consulting session by all project partners and the Osec export specialists for the respective countries • Swiss side event • exhibitor badges • name badges • booth cleaning and garbage removal • pictures of your participation

Registration fee

Members Osec and SKW CHF 650.– / Non-members CHF 950.–

Additional registration fee Cosmoprof 2012

The trade fair organiser SoGeCos S.p.A. is raising a mandatory registration fee of EUR 620.– (price is subject to change and will be charged by the Osec).

Services not included

Not included in these prices are special services such as costs for shipment and insurance of exhibits, individual booth decoration and furniture as well as costs for travel and accommodation. We refer to the Osec General Terms and Conditions (4.6 in combination with 7.2) which are published and can be inspected at http://www.osec.ch/agb_2008_en.

Organisation

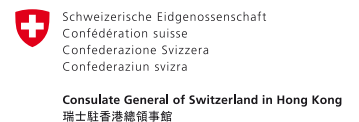
Osec
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CH-8006 Zurich
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Fax +41 44 365 52 21
info@osec.ch
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Project management

Sabrina Tomaselli Phone +41 44 365 52 49 stomaselli@osec.ch
Angela Hager Phone +41 44 365 54 57 ahager@osec.ch

In cooperation with



Registration.

Fax to **+41 44 364 19 57**

SWISS Pavilion at Beauty Events 2012.

We herewith register our participation in the **SWISS** Pavilion with legally binding effect and confirm that we have read and accepted the General Terms and Conditions of Osec, which are published and can be inspected at http://www.osec.ch/agb_2008_en.

We are aware that the General Terms and Conditions mentioned above form a permanent element of this contractual relationship.

An extract of the General Terms and Conditions of Osec, covering specific arrangements for participating in trade fairs, is shown on the reverse side of this registration.

Company:	Contact/Title:
Address:	Postcode and city:
Phone:	Fax:
E-mail:	Website:

Membership

Osec/SKW: yes no We would like to become member of Osec. Please send us the documentation.

Registration fee: Members Osec and SKW CHF 650.- / Non-members CHF 950.-

Cosmoprof 2012

Bologna, 9–12 March 2012

Deadline for registration:

16 September 2011

- | | |
|--|-----------------|
| <input type="checkbox"/> Showcase | CHF 3,915.- |
| <input type="checkbox"/> Small booth (12 sqm) | CHF 1,050.-/sqm |
| <input type="checkbox"/> Unlimited booth space (min. 16 sqm), ____ sqm | CHF 1,000.-/sqm |
- (corner booths limited and available on a first come first served basis)
Due to the given dimensions of the blocks, the size of your booth must be divisible by four.

Beautyworld ME 2012

Dubai, 29–31 May 2012

Deadline for registration:

30 November 2011

- | | |
|--|-----------------|
| <input type="checkbox"/> Small booth (9 sqm) | CHF 1,250.-/sqm |
| <input type="checkbox"/> Medium booth (12 sqm) | CHF 1,200.-/sqm |
| <input type="checkbox"/> Unlimited booth space (min. 15 sqm), ____ sqm | CHF 1,150.-/sqm |
- (corner booths limited and available on a first come first served-basis)
Due to the given dimensions of the blocks, the size of your booth must be divisible by three.

Cosmoprof Asia 2012

Hong Kong, mid-November 2012

Deadline for registration:

15 June 2012

- | | |
|--|-----------------|
| <input type="checkbox"/> Small booth (9 sqm) | CHF 1,200.-/sqm |
| <input type="checkbox"/> Medium booth (12 sqm) | CHF 1,150.-/sqm |
| <input type="checkbox"/> Unlimited booth space (min. 16 sqm or more), ____ sqm | CHF 1,100.-/sqm |
- (corner booths limited and available on a first come first served basis)

Exhibits/Products

After the receipt of the registration, 1/3 of the total price of the participation will be invoiced to each exhibitor. The first invoice will serve as confirmation of participation in the **SWISS** Pavilion. The remaining 2/3 of the total price of participation will be invoiced approx.

90 days prior to the fair opening. Furthermore, the conditions of payment of the Osec General Terms and Conditions, published under http://www.osec.ch/agb_2008_en, apply. Please read carefully the extract of Osec General Terms and Conditions for Participation in Trade Fairs on the reverse side.

Place/Date: _____ Stamp/Signature: _____

To be submitted to:
or fax to: +41 44 364 19 57

Osec, Sabrina Tomaselli/Angela Hager
Stampfenbachstrasse 85, CH-8006 Zurich

Extract of Osec General Terms and Conditions.

For official Swiss participation in international trade fairs, other official joint events and Swiss exhibitions abroad.

2. Tender and execution of contract

2.2 Registration for participation in an event/trade fair must be received by Osec in writing within the time limit for registration specified in the participation documents. A registration received in good time does not establish a right to participation or a particular size or location of an assigned booth. Late registrations may be considered only based on available space (section 7.1).

The contract is deemed executed only upon written confirmation of registration by Osec.

4. Payment terms

4.4 The full participation price must be paid in full within four weeks before the start of the event/trade fair; otherwise the Client shall not be entitled to participate.

4.5 In the event that the exhibitor becomes delinquent in a due payment and Osec rescinds the contract effective immediately (section 4.3), the registration fees and agreed participation price shall be payable in penalty.

4.6 Osec will invoice the costs of Special Services (section 7.2) after the close of the event; such charges shall likewise be payable within 30 days.

6. Delivery/changes/delinquency/cancellation

6.5 In the event that an exhibitor elects, after execution of the contract, not to participate or to reduce the previously agreed scope of participation, the registration fee and full participation price for the Basic Services, subject to the limitation in section 6.6, shall remain due along with compensation for expenses already incurred by Osec for Special Services (section 7.2).

6.6 Cancellation of the contract by the exhibitor is effective only if in written form (by letter or fax).

Cancellation by e-mail is not admissible. In the event of timely written withdrawal, the following reductions from the price of participation are granted:

- if received at least six months before the exhibition: 30% reduction;
- if received at least four months before the exhibition: 10% reduction.

If the exhibitor withdraws its registration less than four months before the exhibition, the full participation price and full registration fee are payable.

If the exhibitor arranges for a suitable replacement exhibitor to assume the executed contract under the same terms, the original exhibitor's obligations shall be discharged up to the amount of the payment of the participation price by the replacement exhibitor. The registration fee and additional expenses incurred by Osec remain payable in any case. The replacement exhibitor is also required to pay the registration fee.

6.7 Osec may undertake a reduction in the registered booth space or a change of location at any time (section 7.1). In this event the exhibitor shall be entitled to withdraw in writing within one week of receiving notification of such a change in the contractual terms if the exhibitor's interests are unreasonably adversely affected thereby. If the adverse effect is reasonable, the exhibitor may nevertheless withdraw from the contract but shall be liable for the costs of withdrawal. The costs of such withdrawal are calculated as specified in section 6.6.

6.8 If it becomes impossible to participate in a trade fair as planned, the registered trade fair participant shall not be entitled to indemnification for loss of any expected business transactions that would have occurred while taking part in the fair.

7. Special terms for participation in events/trade fairs

Osec services

7.1 Basic Services: On assuming organizational responsibility, Osec undertakes to provide the Client with ideal conditions for participating in the trade fair and to make all arrangements necessary to organize a dignified and unified event in keeping with Switzerland's reputation. The price for Basic Services (participation price) includes rental of the exhibition space and the services specified in the announcement.

Osec is the sole principal for the Basic Services vis-à-vis third parties.

Osec assigns locations and booth space in cooperation with the trade fair management. Osec will make all reasonable efforts to meet exhibitors' wishes in respect of location. Any confirmation of location and size of the exhibition space does not establish a legal claim. Osec reserves the right to assign the exhibitor a booth at a location other than that confirmed, to change the size of the exhibitor's space (e.g. in the event of overbooking), to relocate or close entrances and exits to the fairgrounds and halls and to undertake other structural changes in the event that exceptional circumstances give rise to a significant interest on Osec's part in undertaking such measures.

7.2 Special Services: All services above and beyond the Basic Services, unless expressly agreed otherwise, are invoiced separately as Special Services on a cost basis including any handling charge. These include, without limitation, additional equipment and furniture, outlets, installations and operating costs for electricity and telecommunications, water, compressed air, gas, etc. as well as services such as additional exhibitor IDs, parking cards, etc.

Exhibitor's obligations

7.3 The guidelines and rules established by the trade fair management are binding on all exhibitors. The responsible Osec project manager or his or her deputy retain domiciliary rights. Osec or third parties appointed by Osec represent the interests of the Swiss exhibitors vis-à-vis the trade fair management.

7.4 The design and operation of the rented space must be in harmony with the overall image of the fair. The exhibitor shall comply with the instructions of Osec or the trade fair management in this respect. Osec's guidelines and instructions apply on a subsidiary basis for the design and operation of booths.

7.5 The exhibitor undertakes to complete the trade fair booth by the opening of the exhibition.

The exhibitor is obliged to staff and supply the booth with exhibition materials for the entire time that the exhibition is open and to begin dismantling the booth only after the close of the exhibition.

7.6 Presentations of any kind and special actions (such as noisy or otherwise disruptive demonstrations, sale or free distribution of goods) are subject to express approval by Osec. Visual or acoustic disturbance of neighbouring booths or obstructions in the booth and aisle spaces are prohibited. In the event of infringement, Osec reserves the right at its own discretion to prohibit troublesome or obstructive presentations and, in the event of repeated infractions, to terminate the booth rental contract with immediate effect.

7.7 The engagement of local personnel, interpreters, etc. is in principle the responsibility of each exhibitor, but may be arranged through Osec at the exhibitor's request and expense.

Each exhibitor is responsible for ensuring that its event staff possess the required identification papers and permits.

Transport, insurance and security measures

7.8 Packing, round-trip transport, customs clearances, storage and insurance of the exhibited goods and empties are the responsibility of each individual exhibitor unless otherwise agreed.

7.9 Participation does not include insurance cover. Securing liability, accident, illness, property, repatriation insurance, etc. is the responsibility of each exhibitor.

Even if Osec prescribes a freight forwarder, insurer or connecting link for certain activities on a binding basis in individual cases, the legal relations are based solely on the agreements concluded between the exhibitors and the contracting party. Osec's role in such cases is solely that of an intermediary.

If Osec provides the authorities with guarantees for the temporary admission of goods on behalf of exhibitors, the exhibitor undertakes to comply with the associated obligations and hold Osec harmless.

12. Assignment/involvement of third parties

12.2 During participation in events/trade fairs, co-exhibitors may use the exhibition space rented by the exhibitor only with the written consent of Osec and an additional registration.

Co-exhibitors are participants appearing in some form in an exhibitor's booth, whether through lettering, exhibits or entry in the trade fair catalogue. A separate registration fee is charged for each co-exhibitor. When accepting co-exhibitors, the exhibitor is liable to Osec for compliance with the present contractual terms and conditions, any individual agreements and for any damage caused by the co-exhibitor.

Presentation of foreign exhibits or licensees of Swiss companies is permitted only with the approval of Osec.

13. Warranty and liability

13.4 Osec is not liable for late arrival of goods for exhibit, defective support by local representatives of Swiss companies, theft of or damage to goods for exhibits and personal effects, force majeure, official confiscation, etc.

13.5 Osec refuses liability for adverse effects or damage occurring to the exhibitor through its own conduct in contravention of the contract. Osec is liable to the exhibitor for damage demonstrably caused deliberately or through gross negligence by Osec or its contracting partners (booth assemblers, trade fair management, graphic artists, etc.). All further liability of Osec is excluded.

13.6 Osec bears no responsibility if an event is not held or planned participation does not occur due to unforeseen compelling circumstances. The costs of Basic Services incurred up to this date will be invoiced on a pro rata basis to the registered exhibitors. Expenses for Special Services will be invoiced to the exhibitors on an individual basis.

13.7 Osec is not liable to the exhibitor for any consequences arising from the location or surroundings of the booth.

14. Applicable law

Unless and except as these T&C contain provisions to the contrary, the legal relations between the parties are governed exclusively by Swiss law.

15. Jurisdiction

The exclusive place of jurisdiction for the legal relations existing between the parties is Zurich.