



FOR IMMEDIATE RELEASE

November 15, 2016

Contact: Justine Sessions, jsessions@kivvit.com / (202) 331-1002

ICMAD to Educate Business Owners about How to Succeed in Global Markets at International Beauty Trade Show

DEER PARK, IL –The Independent Cosmetic Manufacturers And Distributors (ICMAD) association will lead a panel at the upcoming internationally acclaimed trade fair Cosmoprof Asia, focused on helping businesses succeed in global markets.

Cosmoprof brings together the industry's top experts in Hong Kong annually. The event offers unique business opportunities and a comprehensive showcase of cosmetics and toiletries, including products from packaging and original equipment managers (OEM).

During the event at the Hong Kong Convention & Exhibition Centre, ICMAD will host a training titled "Market Watch: Discussing the Hottest New Global Markets and How to Get Started." The panel will feature expert guidance for entrepreneurs on how to break into new markets from ICMAD CEO Pam Busiek and ICMAD General Counsel Sharon Blinkoff of Locke Lord, LLP. Following the presentation ICMAD is hosting an exclusive cocktail and networking reception for guests.

ICMAD member companies Biorius, Locke Lord and REACH 24H are the supporting sponsors for the annual and well attended reception.

"Entering new global markets can be daunting, but more and more companies are willing to accept that challenge," said Pam Busiek, President and CEO of ICMAD. "As an organization that works to foster innovation in the cosmetics industry every day, ICMAD is uniquely positioned to advise leaders of businesses large and small about how to grow their companies and succeed in global markets."

During the event at the Hong Kong Convention & Exhibition Centre, ICMAD will also provide resources and tools from Booth #1E J7 D to entrepreneurs and business owners.

For over a decade, ICMAD has represented and hosted independent cosmetic companies at Cosmoprof Asia. Through trainings like the one it is hosting at this year's Cosmoprof and other trade shows, ICMAD continuously strives to educate and advocate for cosmetic businesses in the U.S. and those looking to extend their global reach.

ICMAD Educational Panel titled “Market Watch: Discussing the Hottest New Global Markets and How to Get Started”

WHO:

Pamela Jo Busiek, President & CEO of ICMAD
Sharon Blinkoff, Counsel with Locke Lord, LLP

WHEN:

3:00 – 3:45 PM, November 16

WHERE:

Hong Kong Convention and Exhibition Centre, Meeting Room S224-5

ICMAD Cocktail Reception

WHEN:

6:30 – 8:30 PM, November 16

WHERE:

Hong Kong Convention and Exhibition Centre, Meeting Room N206-N208

RSVP for the cocktail reception to Lisa Lopofsky, 800-334-2623, Ext. 104