

**openstreams**



**GLOBAL  
BEAUTY  
INDUSTRY  
SUMMIT**

**PRESS KIT**

**Press Conference**  
September 24, 2020

**Openstreams Global Beauty  
Industry Summit:**  
October 23, 2020

Sponsored by  
**BEAUTYSTREAMS**

For Immediate Release

**Press Release**  
**Event** October 23, 2020



## **BEAUTYSTREAMS Launches A Visionary Industry Event: The Openstreams Global Beauty Industry Summit**

Sept 2020. - BEAUTYSTREAMS, leading beauty trend platform, launches a landmark industry event:

**The Openstreams Global Beauty Industry Summit** on October 23, 2020. This pivotal initiative gathers together key international beauty associations and trade show organizations from countries around the world. The objective is to foster global collaboration, by exploring common goals and solutions in order to strengthen the industry's ecosystem.

### **OPEN TO ALL**

The Summit is the inaugural event of the Openstreams Foundation, a non-profit organization established by BEAUTYSTREAMS Founder & CEO Lan Vu to mark BEAUTYSTREAMS' 10<sup>th</sup> anniversary this year. The mission of the Openstreams Foundation is to foster global collaboration, address key issues related to the beauty sector, and support education. We believe that together in the beauty industry, we can promote positive awareness of issues such as women's empowerment, gender equality, and self-esteem on a global and local scale.

"We are grateful to the beauty industry. After a decade as a key industry player, we wanted to give back to the community," says Ms. Lan Vu, Founder & CEO of BEAUTYSTREAMS. "Today's crisis underlines that borderless collaborations and a holistic industry approach are more vital than ever. Our hope is that the Summit will pave the way towards continuous industry exchange worldwide."

Access to the Summit is open and complimentary to the global beauty industry. Discussions will provide expert perspectives, first-hand information, and insights into industry practices around the world. This is especially critical during this pandemic period, which has no precedence, and whereby, prior statistical data cannot be relied upon for future forecasts.

### **THE UNITED NATIONS FOUNDATION**

The Summit was originally scheduled to take place at the United Nations headquarters in New York, a symbol of diplomacy among nations. However, due to the recent pandemic, the event will now take place online.

The COVID-19 pandemic has impacted us all. BEAUTYSTREAMS and the Openstreams Global Beauty Industry Summit are pleased to support the The COVID-19 Solidarity Response Fund, powered by the United Nations Foundation and the Swiss Philanthropy Foundation. The COVID-19 Solidarity Response Fund will give individuals and companies the ability to directly support the World Health Organization's and partners' efforts to track and understand the spread of the virus; to ensure patients get the care they need and frontline workers get essential supplies and information; and to accelerate efforts to develop vaccines, tests, and treatments. Donations are encouraged and should be made directly online:

[The COVID-19 Solidarity Response Fund.](#)

Through the Openstreams Global Industry Summit, BEAUTYSTREAMS hopes to create a movement towards borderless exchanges worldwide.

---

### **About BEAUTYSTREAMS**

BEAUTYSTREAMS is the global beauty industry reference. The platform is an indispensable source of future insights and market intelligence for brands on six continents. Over the past decade, BEAUTYSTREAMS has been working behind the scenes to support and advise the world's beauty companies. Though the nature of the business is confidential and remains relatively under the radar, BEAUTYSTREAMS' insights have powered many successful brand and product launches throughout the world. And our future vision has informed the long-range global strategies of many brands.

### **About Lan Vu**

Lan Vu is the Founder and CEO of BEAUTYSTREAMS, the global beauty industry reference. Ms. Vu is a renowned trend forecast visionary with over 30 years of experience in the fashion and beauty fields. Companies worldwide have relied on her forecasts and insights. Her unique background – born in Vietnam, raised in the U.S., and living in France – give her an innate understanding across different cultures. Ms. Vu is a frequent lecturer at industry events worldwide, and is often quoted in leading international consumer and trade publications. She graduated from the Fashion Institute of Technology in New York.



## **The Story Behind the Openstreams Foundation**

The Openstreams Foundation is a non-profit organization established by BEAUTYSTREAMS Founder & CEO Lan Vu. Its mission is to foster global collaboration, promote awareness of key issues related to the beauty sector, and support education. Through the Openstreams Foundation, Lan Vu and the BEAUTYSTREAMS team hope to ignite a movement towards borderless exchanges, collaborations, and support worldwide. The Openstreams Foundation will serve as a bridge for the beauty industry to link to non-profit initiatives that give back to the community, including vocational training and developing job opportunities in impoverished areas. The Openstreams Foundation believes strongly in education, as it gives people the tools and dignity to build a better future for themselves.

“In a way, establishing this non-profit organization is coming full circle for me,” says Lan Vu. Lan was born in Saigon, Vietnam. She fled the country in 1975 as a refugee of the Vietnam War. Her family lost everything overnight. They left the country with a small suitcase hastily filled with old family photographs, which her father considered their most precious belongings. They spent months in a refugee camp and were sponsored out by US Air Force Colonel Gerald Clayton and his wife Anne, an Eastern Airlines stewardess. The kindly couple sponsored not only Lan’s immediate family, but also the extended family with aunts and uncles -16 people in total were living with the couple! Lan’s family had to start from zero in the United States. In fact, it was actually the second time her family lost everything and had to start over. Her once-wealthy parents had left Hanoi in 1954 empty-handed, and managed to re-build their livelihood in Saigon. The example of her family losing and rebuilding their lives made Lan realize that when all is lost, education is the best lifeline to reconstruct your life.

In 1995 Lan returned to Vietnam as an adult and was touched by the craftsmanship and spirit of the people. She launched a luxury interior brand called Xa Maison in the U.S., with products that were handmade in Vietnam by local artisans, using traditional textiles from the northern hill tribes of Sapa. The products were sold at upscale museums and specialty boutiques in New York and San Francisco. Part of the proceeds were used to buy blankets, fans, and to rebuild roofs for the artisans. Purchasing their traditional textiles helped the impoverished hill tribes to have a steady income.

After several corporate positions as Creative Director / Trend Forecaster in New York and Paris, her personal adventures continued in 2010 when she created BEAUTYSTREAMS, a trend platform for the global beauty industry. Today, the company has grown into a vast community worldwide and celebrates its 10<sup>th</sup> anniversary.

Instead of an anniversary celebration, Lan wanted to contribute to the beauty community by launching a non-profit organization, the Openstreams Foundation. Through it, she and the BEAUTYSTREAMS team - a passionate, multicultural group of people – hope to spread the borderless spirit. In today’s world, where countries are closing borders and racism is on the rise, there is a need to offer a friendly, neutral platform for exchange and collaboration.

---

**For more information, visit:** [www.openstreamsfoundation.org](http://www.openstreamsfoundation.org).

**Press inquiries:**

Fernanda Pigatto | [fernanda@beautystreams.com](mailto:fernanda@beautystreams.com)  
Global Marketing Director, BEAUTYSTREAMS



## Announcing The Openstreams Global Beauty Industry Summit Official Report 2020

### **A GLOBAL VIEW WITH LOCAL INSIGHTS**

On November 25, 2020, one month after the Global Beauty Industry Summit, the Official Report 2020 will be launched. It is a definitive, post-event report that gathers key insights from the Summit, as well as additional perspectives. It will feature the global and local insights of the participants of the Summit. This includes 17 national associations and 15 trade show partners whose combined reach spans over 100 countries.

Topics covered: key priorities for regional development, current challenges, sustainability, technology, retail, philanthropy, and the integration of remote work. The report is curated and sponsored by BEAUTYSTREAMS. As part of the Openstreams Foundation's non-profit initiative related to the Summit, the report will be complimentary for the global beauty community.

### **AN EXCLUSIVE BUSINESS-TO-BUSINESS SURVEY**

Using BEAUTYSTREAMS' extensive beauty industry database, an industry survey will be conducted to address the above topics, in order to gather varied, widespread insights.

The survey will be conducted in seven languages: English, Mandarin, Spanish, Portuguese, French, Korean, and Italian. Respondents will include beauty industry professionals from the full supply chain worldwide. The questionnaire will be accessible from September 25 to October 13, 2020.

---

**For more information, visit:** [www.openstreamsfoundation.org](http://www.openstreamsfoundation.org).

### **Press inquiries:**

Fernanda Pigatto | [fernanda@beautystreams.com](mailto:fernanda@beautystreams.com)  
Global Marketing Director, BEAUTYSTREAMS

**Press Release**  
Event October 23, 2020



# ABOUT THE **PARTICIPANTS**

We are honored to have participation from the beauty industry's key associations and trade shows.

## PANEL PARTICIPANTS BEAUTY ASSOCIATIONS



We are honored to have participation from the following 17 national beauty associations from around the globe and 15 international trade shows.



**BRAZIL**  
**ABIHPEC**  
**Karla Brandão**  
Managing Director



ABIHPEC (Brazilian Association of the Cosmetic, Toiletry and Fragrance Industry) represents Brazilian industries and multinational industries operating in Brazil manufacturing HPPC (Personal Hygiene, Perfumery and Cosmetics) products. The mission of the entity is to support, develop, stimulate and create actions and instruments in order to contribute to the progress of the HPPC industry in Brazil.



**INDIA**  
**AICMA**  
**Kajal Anand**  
President



All India Cosmetic Manufacturers' Association (AICMA) focuses on promoting and protecting the small-scale cosmetic industry in India, encouraging cooperation and cordial relations between all small-scale cosmetic manufacturers in India.



**COLOMBIA**  
**ANDI**  
**Juan Carlos Castro**  
Executive Director



Asociación Nacional de Empresarios de Colombia (National Business Association of Colombia) is a non-profit organization whose main purpose is to expand and promote economic, social and political principles within a free enterprise system, based upon beliefs that include human dignity, political democracy, social justice, private property, and liberty.



**AUSTRALIA**  
**APAN**  
**Tina Viney**  
CEO



The Aesthetics Practitioners Advisory Network (APAN) is Australia's fastest growing member-based professional organization in the Australian aesthetics industry. APAN represents and pursues the interests of practitioners in aesthetics, dermal therapies, cosmetic nursing, and cosmetic tattooists.

# PANEL PARTICIPANTS BEAUTY ASSOCIATIONS



CHINA  
**CAFFCI**  
**Joe Wang**  
Director of Innovation & Entrepreneurship

The China Association of Fragrance, Flavour and Cosmetics Industries (CAFFCI) is an industrial association at national level with an independent corporation status, approved by the Ministry of Civil Affairs of the People's Republic of China. At present, CAFFCI, a nonprofit social organization, is comprised of more than 1,200 member companies.



UK  
**CEW UK**  
**Sallie Berkerey**  
Managing Director

CEW UK is a professional organization that promotes the British beauty industry, driving its dynamic growth in the global beauty economy. Founded in 1954, CEW connects all corners of the beauty industry via its 10,500 members worldwide. The CEW member network spans brands, entrepreneurs, retailers, financiers, regulatory, recruitment, tech, formulation, manufacturing, legal, media houses, market research agencies, journalists, influencers, and other key stakeholders. CEW's "Member Mission" centers on the core values of Education, Empowerment, Recognition, and Philanthropy.



USA  
**CEW**  
**Carlotta Jacobson**  
President

CEW is an international organization of 10,500+ individual members representing a cross-section of beauty and related businesses. CEW's purpose is to provide programs that develop careers and knowledge of the beauty industry through industry leader talks, trend reports, newsletters and mentoring.



FRANCE  
**COSMETIC VALLEY**  
**Christophe Masson**  
CEO

Cosmetic Valley's mission is to develop the perfumery cosmetics sector in France. Today, it is the worldwide leader in perfumery cosmetics resources, and leads a network of businesses, research and training centers committed to innovation and conquering international markets.



# PANEL PARTICIPANTS BEAUTY ASSOCIATIONS



ITALY  
**COSMETICA ITALIA**  
**Renato Ancorotti**  
President



Cosmetica Italia, the Italian personal care association (CI), was first established in 1967 under the name of Unipro, the National Union of Perfumery, Cosmetics, Toilet Soap and Ancillary industries. The association now accounts for more than 550 member businesses - operating in both production and distribution - that represent 95% of the Italian beauty market.



FRANCE  
**FEBEA**  
**Patrick O'Quin**  
President



For more than 125 years, the Federation of Beauty Companies (FEBEA) has served professionals in the cosmetics sector (perfume, skin care, make-up, hygiene or toiletry products, hair products, etc.). The association counts more than 300 members (82% of VSE-PME and 18% of ETI or large groups) representing more than 95% of the turnover of the sector in France.



GERMANY  
**IKW**  
**Birgit Huber**  
Deputy Director General



IKW (German Cosmetic, Toiletry, Perfumery and Detergent Association) is the industry and trade association of manufacturers and distributors of cosmetic, toiletry, perfumery, detergents and household cleaning products. IKW voices opinions on national and global economic, legal, technical and scientific issues which are of mutual concern to its members.



JAPAN  
**JCiA**  
**Junji Yamamoto**  
Senior Managing Director



Founded in 1959, Japan Cosmetic Industry Association continues to actively engage in ensuring consumer safety and the development of the cosmetic industry. It was formed as a federation comprising the Tokyo Cosmetic Industry Association, West-Japan Cosmetic Industry Association, and Chubu Cosmetic Industry Association.

# PANEL PARTICIPANTS BEAUTY ASSOCIATIONS



KOREA  
**KCA**  
**Saehoon Bill Lee**  
Chair of Export Committee



Since its establishment in 1945, the Korea Beauty Association (KCA) has been promoting the development of the cosmetics industry and helping to improve public health and welfare. Among its activities are the research and promotion of cosmetics-related laws and regulations, as well as policy recommendations for the development of the Korean beauty industry.



USA  
**PCPC**  
**Francine Lamoriello**  
Executive Vice President Global Strategies



The Personal Care Products Council (PCPC) is the leading national trade association representing cosmetic and personal care products companies and serving as the voice on scientific, legal, regulatory, legislative and international issues. PCPC's 600 member companies represent more than 90% of the U.S. beauty industry.



INDONESIA  
**PERKOSMI**  
**Kunto Widarto**  
Secretary General, Martha Tilaar Group



The Association of Indonesian Cosmetics Companies (shortened to PERKOSMI) was founded in 1978. The organization is a forum for cosmetic companies in Indonesia to support the development of the Indonesian cosmetics business and create a conducive environment for the cosmetics industry so that consumers can enjoy safe, good, and innovative products.



ITALY  
**POLO DELLA COSMESI**  
**Matteo Moretti**  
President



Polo Tecnologico della Cosmesi is an association made by a group of Italian companies, representing the excellence of the cosmetic and make-up market: from bulk/product to filling process, from primary to secondary packaging, from decoration to labels, from assembling to automated machine building, and from product design to R&D.



SPAIN  
**STANPA**  
**Val Diez**  
General Director



STANPA (Spanish Cosmetic, Toiletry and Perfumery Association) was founded in 1952. The organization comprises over 400 companies that manufacture and distribute perfumes, cosmetics and personal care products in Spain.

## GLOBAL TRADE SHOW ORGANIZATIONS



BEAUTY FAIR  
**Cesar Tsukuda**  
Show Director

Beauty Fair is the gateway for B2B beauty business in Brazil and Latin America. For the past 15 years, Beauty Fair has been developing the professional beauty market in Brazil through custom-created solutions for the sector's entire industry, focusing on hair, aesthetics, manicure, make-up and beauty stores.



BEAUTY WEST AFRICA  
**Jamie Hill**  
Managing Director

Beauty West Africa is a trade exhibition in Lagos, Nigeria. It is a platform for companies from around the world to meet, and do business, with the largest distributors, suppliers and importers from across West Africa.



BEAUTYWORLD MIDDLE EAST  
**Elaine O'Connell**  
Show Director

Beautyworld Middle East is the largest international trade fair for beauty products, hair, fragrances and wellbeing in the Middle East. The show offers trade visitors the convenience of meeting over 1,800 companies face to face over three days.



COSMETIC 360  
**Franckie Bechereau**  
Show Director

Cosmetic 360 is an international cosmetics trade fair that showcases innovative ideas and solutions in the fragrance and cosmetics industry. It features raw materials, formulation, packaging, testing, finished products, marketing, distribution and etc.



COSMOPACK  
**Antonia Benvegnù**  
Show Director

Cosmopack is an international show dedicated to the cosmetics supply chain and all its various components: ingredients and raw materials, contract and private label manufacturing, packaging, applicators, machinery, automation, and full-service solutions.



## GLOBAL TRADE SHOW ORGANIZATIONS



COSMOPROF ASIA / INFORMA MARKETS

**Alice Suen**

Event Director, Informa Markets



Cosmoprof Asia is the global beauty event dedicated to Asian-Pacific markets. Cosmoprof Asia is organized by Cosmoprof Asia Ltd, a joint venture company between BolognaFiere Group and Informa Markets Asia Ltd. BolognaFiere Group is the world's leading trade show organizer in cosmetics, fashion, architecture, building, art and culture. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow.



Cosmoprof North America

**Liza Rapay**

Head of Marketing



Cosmoprof North America (CPNA) is the largest and most awarded B2B beauty event in the Americas. Growing annually, CPNA has become recognized as the premier launching pad for new beauty brands and for discovering product innovations, new channels for distribution, packaging, and manufacturing solutions. It remains the single most important networking opportunity in the United States for all sectors of the global beauty industry.



COSMOPROF WORLDWIDE BOLOGNA

**Enrico Zannini**

Show Director



Since 1967, Cosmoprof Worldwide Bologna has been the leading 360° worldwide event for the professional beauty sector and an international platform for the cosmetics and wellness industry. Cosmoprof's exhibition space covers the entire BolognaFiere exhibition center and is dedicated to the various sectors of the beauty industry. (For the Openstreams Global Beauty Industry Summit, Enrico Zannini officially represents all Cosmoprof shows worldwide, with contributions from Alice Suen from Asia and Liza Rapay from the U.S.)



FCE COSMETIQUE

**João Paulo Picolo**

CEO



FCE Cosmetique - International Technology Exhibition for the Cosmetic Industry - is the main business platform of the sector in Latin America and the only fair that covers all stages of the industry's production chain, from raw materials, packaging, and machinery to accessories, fragrances, and services.

## GLOBAL TRADE SHOW ORGANIZATIONS



### IN-COSMETICS

**Ivan Rahal**

Head of Marketing, in-cosmetics Group, Reed Exhibitions

**in-cosmetics®**

The mission of in-cosmetics is to enable the global personal care ingredient community to interact, conduct business, network, and learn. Through its six-annual business-to-business events across four continents, the in-cosmetics Group connects 1,800+ suppliers of ingredients, fragrances, lab equipment, testing and regulatory solutions with 40,000+ cosmetic industry professionals.



### INFORMA MARKETS

**Claudia Bonfiglioli**

International Director, Informa Beauty Exhibitions



Informa Markets creates platforms for industries and specialist markets to trade, innovate, and grow. Its portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others.



### FRANCE

**LUXEPACK**

Fabienne Germond

Luxe Pack Shows & Media Director

**LUXEPACK**

Luxe Pack trade shows are global B2B platforms gathering packaging manufacturers and suppliers and brands across all luxury sectors. With 5 worldwide destinations - Monaco, Paris, New York, Los Angeles and Shanghai-, they represent a community of more than 22,500 industry executives from 140 countries. Perfume and cosmetics sector equate to 65% of the audience, which makes Luxe Pack trade Shows an essential sourcing experience for Premium Beauty brands looking to disrupt the market, in terms of packaging design, innovations, sustainability and digital innovation.



MakeUp in / Clean Beauty in London

**Sandra Maguarian**

Show Director/Co-Founder



The MakeUp in shows are in key beauty cities around the world, gathering suppliers from the make-up and skin care sectors, from formula to packaging; including accessories and make-up artists, specialized schools, researchers, brands, and digital innovations.

Clean Beauty in London is a new trade show that offers insights to align the scientific aspects of clean beauty with the growing consumer demand. The event will bring together experts, scientists, suppliers, brands, influencers and journalists under one roof “to build the future of clean beauty.”

openstreams

# GLOBAL BEAUTY INDUSTRY SUMMIT



## CONTACT

### For more information:

Fernanda Pigatto

Global Marketing Director

[fernanda@beautystreams.com](mailto:fernanda@beautystreams.com)

Sponsored by  
**BEAUTYSTREAMS**