

Health & Beauty Wellness Executive Service to India

Mumbai and Delhi - May 30 – June 2, 2018

The United States Department of Commerce, International Trade Administration is pleased to announce the opportunity for U.S. companies to join the Health & Beauty Wellness Executive Service program to India

The Health & Beauty Wellness Executive Service

Given company time and budget considerations, the Health & Beauty Wellness Executive Service to India is designed to help beauty & cosmetic companies get the most out of their trip to India by condensing the time commitment and streamlining the costs.

Benefits of joining this Trade Mission

Participants will have a first-hand opportunity to:

- Assess market potential in India through customized meetings with key decision makers within India's beauty industry, potential partners, professional end-users, and major retailers.
- Establish valuable contacts with prospective agents, distributors and retailers in Mumbai and Delhi
- Participate in a briefing on regulatory issues and procedures, developments in this sector and best practices, and to share the American industry experience.
- Local ground transportation in both locations.

Participation Fee:

- **\$2700** for small or medium-sized enterprises (SME), large firms and trade associations
- **\$750** for each additional firm representative

**Cost of flights to and within India is not included in the participation fee*

**Unless otherwise noted, expenses for travel, lodging, meals, and incidentals will be the responsibility of each participant.*

**U.S. Embassy rates for hotel rooms will be available.*

Registration Deadline

Register by: **April 31st, 2018**

Payment due by: **May 1st, 2018**

For questions and to register, please contact:

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WHY INDIA?

The cosmetics/beauty industry is one of the booming retail sectors in India with very strong potential for new-to-market (NTM) U.S. companies. Do not miss this opportunity to introduce your products to the Indian market. India has many opportunities for American Beauty & Wellness products, here's why:

- The total size of the Indian retail beauty and cosmetics market is estimated at \$11 billion, which includes oral care, fragrance, color cosmetics, skin care and hair care.

- Demand in India for premium global brands is on the rise as Indian consumers gain exposure to the global media, and begin to try specialized beauty and cosmetic products.

- With the beauty service industry growing rapidly in India, there has been corresponding growth in the spa segment in recent years, in the number and diversity of spas, as well as spa products.

- Now is the time for U.S. beauty and cosmetics firms to enter the Indian market. European firms are already present and are gaining market share with aggressive sales strategies. While U.S. products are viewed as high quality, there is little awareness of smaller U.S. brands. According to the industry sources, penetration of cosmetic and toiletries is very low in India, but with such a high growth rate in beauty and cosmetics sector, there is tremendous potential for U.S. companies.

