

Beat: Lifestyle

## **MCB By Beaute Selection - Unique Meeting dedicated to the WORLD OF BEAUTY**

**Porte de Versailles September 11-12**

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**USPA NEWS** - MCB by Beauté Sélection offers a unique meeting dedicated to the world of beauty. The exhibition welcomed visitors the 11th and 12th of September 2016 at Paris Expo, Porte de Versailles. This is a singular, unique and professional event devoted to the beauty business :...

MCB by Beauté Sélection offers a unique meeting dedicated to the world of beauty. The exhibition welcomed visitors the 11th and 12th of September 2016 at Paris Expo, Porte de Versailles. This is a singular, unique and professional event devoted to the beauty business : Hair and beauty, aesthetic, make-up and nails.

MCB by Beauté Sélection enables to understand the new challenges of the profession and understand innovative practices : Education and training, workshops, products and trends inspiration, acquisition expertise and know-how, interactivity, networking, information exchange. This event offers 250 exhibitors, including 35% international.  
Business contact and development

This new edition enables professionals to valorize their sector, get information and discover novelties with a rich program : artistic shows, conferences, hair dresser and make up shows, demonstrations and meetings with a real feedback. This year, we have four kind of conferences : Technical conferences, health conferences, business conferences and trends conferences. Creative and detonating hustles are there to punctuate these two days for the satisfaction of the visitors. : The Emergents Talents, Talent Starter, The hairdresser and What's up in Paris.

MCB by Beauté Sélection offers to build new contacts and to meet qualified prospects by presenting products in strategically arranged spaces and dedicated to different activities : hair business, shopping hair, body care, aesthetic material and nails products. The event brings together, in one place :

- The exhibition zone with +450 brands displayed
- New collections and trends on stage with 10 hours of show
- Experts taking part in workshops and conferences
- Future talents with +200 competitions through the hair and make up contest
- 40,000 visitors were expected
- 68 countries represented
- 2,500 international competitors for the OMC Europe Cup

### **CREATIONS AND TRADE SHOWS :**

The new collection in live, stage performance, artistic shows. French and international professionals who give their view of hairdressing and make-up. During 2 days, the best of the hairdressing and make up A schedule of 14 unique shows on a great stage in Paris with over 3000 seats.

### **WORKSHOPS :**

Thanks to the two areas for the workshop you discover workshops, presentation of trends and innovation.

### **CONFERENCES :**

Two-day conference to meet leading experts and talk about expectations and terms of management, marketing and business development

## COMPETITIONS :

Two distinct spaces are dedicated to 2 competitions : Hairdresser and make-up

### THE EMERGENTS TALENTS

The opportunity to discover new artists sharing their innovative ideas.

### THE INTERNATIONAL TREND

Brand Shows give the opportunity to enjoy the experience and talent of international ambassadors hairdressers and make up artist.

### TALENT STARTER

Introduction to 5 talents to talk about business creation, investment, innovation, product marketing & customer service.

### THE HAIRDRESSER

Offers to 7 candidates the opportunity to win their dream job.

### WHAT'S UP IN PARIS

This highlight selectes the prettiest hairdresser, beauty and aesthetics salons created in Europe.

Source : MCB By Beauté Sélection

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